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MERCANTILE

# MERCHANDISING

JULY - 1950

McGRAW-HILL PUBLISHING CO., INC.  
PRICE 50 CENTS

*Portable Pleasure . . .*

VACATION DAYS MAY MEAN DULL BUSINESS IN SOME LINES,  
BUT PORTABLE RADIO SALES CAN HELP TAKE UP THE SLACK

# ANOTHER FIRST FOR APEX DEALERS!

## Apex BUILDS THE FIRST Fully Automatic

*Roll-A-Way*

ELECTRIC

## Dishwasher

**NO INSTALLATION COSTS!  
REQUIRES NO PLUMBING!**

- ✓ WASHES—DOUBLE RINSES—AIR-DRIES  
SHUTS OFF AUTOMATICALLY!
- ✓ PRICED FOR MASS SELLING—  
TOP DEALER PROFIT!
- ✓ COMPLETELY PORTABLE—LIGHT-  
WEIGHT, ROLLS ON LARGE CASTERS
- ✓ PERFECT FOR HOME DEMONSTRATIONS
- ✓ IDEAL FOR HUGE RENTAL AND  
VACATION COTTAGE MARKET

Only  
**\$169.50**  
COMPLETE



Of course it's Electric  
Call your Apex Distributor NOW!



**NO PLUMBING NECESSARY!** Plug-in appliance—rolls up to sink—connects to hot water faucet. Does beautiful job on complete service for 5—even pots and pans! Durable Fiberglas tub—vinyl-coated racks safely cradle dishes. Ideal square design fits anywhere—handy work-surface top. Easiest-to-demonstrate, easiest-to-sell appliance ever offered!

# Another First for Apex



## It's Loaded with SELL!

THE APEX ELECTRICAL MANUFACTURING CO. • CLEVELAND 10, OHIO



### The Cover . . .

In keeping with the season, our cover lass is on vacation with a portable radio set as a constant companion. The photo is one of those rare ones we didn't take ourselves—it came from G-E.



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# ELECTRICAL MERCHANDISING

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INTERNATIONAL COVERAGE BY



ELECTRICAL MERCHANDISING—JULY, 1950

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# *For the FIRST time...*



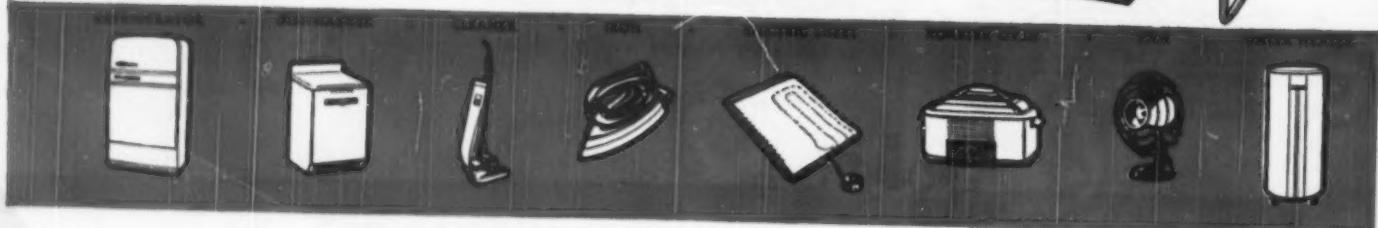
**EXCLUSIVE**  
NEW SUPER COROX UNIT  
HEATS 4 TIMES FASTER

Available in either single  
or DOUBLE-oven models

Westinghouse  
announces a **NEW**  
**COMMANDER**  
*Range*..with the most  
startling development  
in a generation  
...the **NEW**  
**SUPER-COROX UNIT**



**... AND STYLE TO SHOUT ABOUT  
IN THE SENSATIONAL *Rancho***



# SPEED to SPARE!

## YOU GET 3 EXCLUSIVES

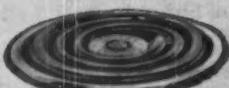
### EXCLUSIVE



### COLOR-GLANCE CONTROLS

Brilliant colors, one for EACH cooking speed, signal the eye from any point in the kitchen—telling just what's cooking and where. The dial glows Crimson for HIGH heat, Orange for MEDIUM-HIGH, Yellow for MEDIUM, Green for LOW, and Blue for SIMMER. (Up close, you can READ the speed.)

### EXCLUSIVE



### SUPER-COROX UNIT

Gets red hot 4 times FASTER than any surface unit Westinghouse has ever made. An EXTRA surge of current brings the unit up to full cooking temperature with supercharged speed. This starts surface cooking INSTANT FAST.

### EXCLUSIVE



### MIRACLE OVEN

Perfect baking without shifting a rack. This results from heat circulation so accurately controlled that the same even temperature is maintained in every single spot in the Miracle Oven.

THEY'RE BOTH "MEMBERS OF THE FAMILY"

...part of a

COMPLETE Red-Hot Range Line

## YOU CAN PROVE ITS AMAZING SPEED

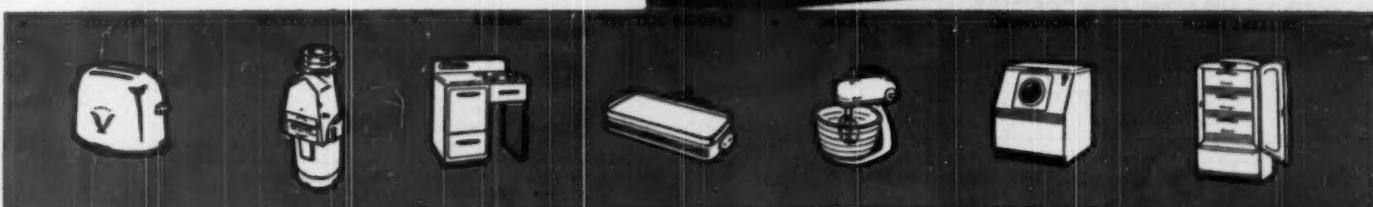
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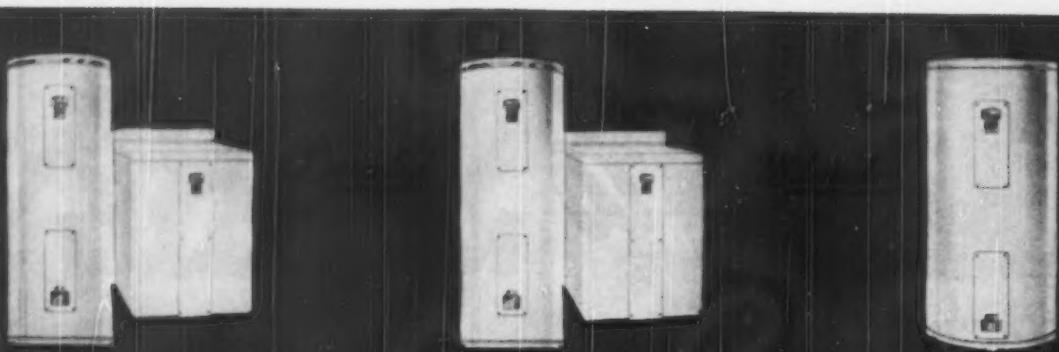
### "MATCH TEST"



Here's a strikingly dramatic way to demonstrate the super-speed of the Sensational Westinghouse SUPER-COROX Unit. Simply place the head of a paper match on each of the four surface units, then turn the units on. The match on the SUPER-COROX Unit will flare up in just a few seconds while the match heads on the other three units will take a great deal longer to ignite.

YOU CAN BE SURE..IF IT'S  
Westinghouse





**MORE NATIONAL ADVERTISING and  
ADVERTISING THAT'S MORE EFFECTIVE-**

## Make A.O. Smith Automatic Electric Water Heaters the Easiest to Sell!

**TAKE 63 SECONDS** to look at the facts. Facts that can put more profit dollars in your pocket this year.

Advertising is, of course, only a part of the story. But it's important to every A.O. Smith dealer... because he gets the benefit of *more of it*... including full-page 2-color ads in Life, Post, and leading home-service magazines. Advertising that's proved, by independent survey, to be *nine times more effective than all competition!*

**CO-OP?** A.O. Smith dealers are out in front here, too, with *usable* materials that support all three A.O. Smith lines. Convincing transcribed radio spots, starring Jim Ameche... new TV spots... newspaper mats you can *use*... and more.

And don't forget the A.O. Smith Demonstrator Tools, for store, home, or show. Remember, A.O. Smith dealers have the only automatic electric water heaters that can be *demonstrated!*



**For Quick Action, Send This Coupon**

A.O. Smith Corporation, Dept. EM-750  
Water Heater Division, Kenosha, Illinois

Give us the details on how we can make more money, this year, with A.O. Smith Automatic Electric Water Heaters.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_



**Alert Dealers Display  
This Emblem**

**WARRANTY?** All A.O. Smith automatic electric water heaters are backed by the A.O. Smith guarantee and protection plan plus the 76-year-old A.O. Smith name and reputation. It's proof to your customers that A.O. Smith Water Heaters insure lasting satisfaction.

• • •

These are just highlights of the products and selling help A.O. Smith puts into the hands of every A.O. Smith dealer. But you've read enough to see why we say: *In every way, it's EASIER to sell A.O. Smith automatic electric water heaters!*

# A.O.Smith

**Automatic Water Heaters**

PERMAGLAS, DURA CLAD, and MILWAUKEE—three  
lines of outstanding electric water heaters

# The National Appliance and Radio Picture

Reports of Business from ELECTRICAL MERCHANDISING's Regional Editors

## The East



By ROBERT W. ARMSTRONG

THE trouble with May was refrigerators. Just as last year, the "normal" selling season was late getting started and by this writing reports from eastern dealers indicated pretty definitely that sales wouldn't climb until the mercury did.

Up until June Washington dealers were alone in reporting satisfactory refrigerator volume — and even among them there was disagreement. One big Washington chain reported that refrigerators, together with automatic washers, ranges and ironers, were up over last year. One distributor said refrigerator sales were up 20 percent over last year, 10 percent over the previous month. But a department store found refrigerators, ranges, air conditioners and ironers still below last year's figures, although ahead of the previous month.

**Boston Chill.** Unusually cool weather in eastern Massachusetts was advanced as the reason for an equal chilliness on the part of consumers toward refrigerators. Two dealers declared that both ranges and water heaters were doing relatively better than refrigerators. In Boston's outlying areas, other dealers also reported good sales of water heaters and ranges.

Upper New York State dealers reported that refrigerator sales were "disappointing" or "not up to expectations," but found washers and ranges "holding steady."

**Long Island Level.** "May appliance sales in general were about equal to last year's figures, which were nothing to brag about," said one New York area dealer. Refrigeration sales still hadn't gotten started, but most dealers, as in other sections of the East, were well stocked with boxes of all makes and sizes. In New York air conditioning units were capturing more dealer interest than refrigerators. Retailers were going all-out with advertising

and canvassing schemes and, in many instances, were realizing sales ahead of the usual season. One dealer who employed just one girl telephone canvasser was obtaining 15 good leads a day.

**Distributor Short-Circuit.** Since the war several dealer groups have been organized for the frankly avowed purpose of cooperative buying and advertising. Many of these have been small in number but composed of big dealers with plenty of buying power. Now, according to reports, the idea is spreading among small dealers—who are multiplying the pressure they can put on suppliers by forming larger groups. One such in the New York area, consisting of about 35 dealers, is said to be finding that it can acquire merchandise at about five percent over the distributor cost by short-circuiting regular franchise suppliers and buying wherever and whenever the price is right. Result: Their regular wholesalers are losing business to outsiders who will sell to anyone who orders big and puts cash on the line. If it becomes general the practice could mean a revolution in distribution methods—the virtual abandonment of fixed wholesale prices and franchise policies.

**TV in the Doldrums.** It's no longer news to anybody that television sales are off all over the East, a phenomenon attributed to (1) the season or (2) anticipation of new lines in July. The mad scramble to unload current models was having the usual effect on prices and was evidenced in newspaper advertisements and on store streamers offering as much as 70 percent off. According to one New York dealer, distributors were offering deals "every hour on the hour" in an attempt to clear out old sets. One big retailer was promoting a gimmick to end all gimmicks. With the purchase of every major appliance of a certain make he was offering "free 60 day home use" of a TV receiver, thus hoping to stimulate white goods sales now and prepare the ground for television sales in the fall.

**Promotional Rash.** Promotions and come-ons have busted out all over. One Washington distributor announced a plan to stimulate white goods sales which looked like a natural. Consumers who purchase any major appliance in his line automatically become members of a club and are entitled to discounts of 10 percent on orders of \$5 or more of frozen food at any one of 200 grocery stores.

A Washington dealer ran a successful five-week baby beauty contest. Some 70 babies were entered and the winners were selected by votes cast at the store. First prize

was a washer, second a phonograph and records, third a corn popper.

A New York distributor offered retail salesmen clothing from handkerchiefs to a complete suit in return for points earned selling laundry equipment. Another New York wholesaler distributed luggage to productive salesmen and a third was employing a ghost shopper to hand out five dollar bills to salesmen who steered her to a certain make of TV. Shades of the Spiff!

**List Price? Say So.** Probably the most intriguing of all promotions was one publicized by a New York dealer, a "7 day Bermuda vacation given free with every purchase of any television set (regardless of price, model, size or make) or any refrigerator and washer." Shortly after the appearance of the ad, New York's Better Business Bureau upbraided the dealer for, among other things, not clearly specifying that the television sets were for sale at the regular list prices. This amounts to at least semi-official recognition of a complete reversal of traditional price structure. No longer are regular list prices the "regular" prices, having been replaced as standard in the mind of the public and, presumably, the BBB, by discount prices. So, it behooves any merchant who intends to sell TV at list to so state in his advertising, otherwise he may be guilty of misleading a public which expects to buy at the "regular discount price."

## The Midwest



By TOM F. BLACKBURN

FOR the second year in a row there has come a summer slump in television, indicating that this device is similar to radio in many respects.

In fact, one manufacturer says that if we consider a television set as the equivalent of four radios, we about have the true picture. Dealers are carrying quite a stock of receivers, and many of them fear a rush of new models that will obso-

lete their holdings. One Minneapolis dealer had in his basement about 45 TV sets compared to 18 on the display floor. This ratio seems to hold. In the suburbs, of course, where TV is sold with boosters to true fans, the seasonal slump is not so apparent. In fact, summertime is the best period of the year to put up those 30 ft. towers that are necessary for far-away reception.

**TV Lockout.** With the hue and cry from educators that television is wrecking kids' school grades, it is likely that a lot of cabinets will be brought out this coming year with doors that can be locked. Ross Siragusa of Admiral spoke of the coming popularity of doors on cabinets at the winter market, but the locking idea aids in family discipline.

This coming season is apt to see a relaxation on the part of dealers in their fear of carrying an inventory. Last summer a big Detroit department store missed out, on a lot of July and August sales, simply because it did not have fans. It expected distributors to carry stocks. Distributors expected the manufacturers to have inventories, and as a result, everybody missed the boat. The same was true with oil space heaters. One manufacturer relates that his distributor did not have enough merchandise when the season hit. Fortunately, the factory believed in the future and had 40,000 space heaters in its warehouse. That backlog saved the day for dealer and distributor.

Those in the trade who have noticed that FM radio has little advertising and that stations may be starving to death commercially, can be reassured by the statement of one manufacturer who is a principal maker of FM sets, that the tide seems to have turned. He adds that large AM stations also have a tendency to put out the same program on FM, which will keep stuff on the air for the benefit of FM set owners. True, the rapid development of television gave FM a kick in the pants, but its superiority as a broadcasting means assures its survival.

**Freezer Tie-ins.** The home freezer business seems to be falling into the hands of manufacturers who have associated products. Farm implements appear to give a hook-up with the farm market, and in cities those who can furnish owners with meats at wholesale have an inside channel to sales. Farmers, it should be noticed, seem to want multiple home freezers of 8- or 10-ft. size, rather than one huge walk-in freezer, as was envisaged by the Texas authorities—if one unit breaks down, the others can carry the load.

(Continued on next page)



## 25,000 Appliance Dealers Prove Frostofold Helps Sell Freezers! ...Builds profitable repeat business, too!

"We have been carrying Frostofold with a very satisfactory sales return!" That's a typical comment from one of 25,000 freezer dealers who, according to sales surveys, now depend on Frostofold frozen food packaging materials like Service Stations depend on gasoline! Why? Because Frostofold has proved to be an exceptional freezer-selling tool—and, an excellent repeat profit-builder in its own right!

Good Housekeeping approved Frostofold is the quick, easy, efficient way to home package frozen foods—highly recommended by leading home economists and freezer manufacturers—already preferred by millions of homemakers.

Frostofold establishes you as an authority on home freezing . . . make your store headquarters for home freezing materials and knowledge . . . brings women back again and again to replenish their packaging supplies . . . creates store traffic that helps your sales of other products . . . **FROSTOFOLD HELPS YOU SELL FREEZERS!**

Successful freezer selling takes more than a beautiful finish and cold interior. Actually, you sell convenience, economy—"strawberries in December," etc. Frostofold shows customers a tangible way to achieve all of this—efficiently, successfully—with easy-to-use, protective packaging materials.

**Now, You Can Get Into The Profitable Frostofold Business With An Investment Of Only \$20.74—Your Low Price For The Complete, 1950 Frostofold Assorted Case!**

**ALL IN ONE CASE!**—4 Pkgs. of 50 Pints (famous Prelined Frostofold Containers); 4 Quart "50's"; 2 Pint "25's"; 2 Quart "25's"; 2 Pint Polyethylene Bag "36's"; 2 Quart Polyethylene Bag "36's"; 2 Pkgs. of 8 Poultry Bags; 1 Roll Stockinette; 1 Roll Polyethylene Wrap;—Plus, an Easel Counter Display and 25 Hand-Out Folders!

**RETAIL VALUE** of one Assorted Case—\$29.63. Your clear profit per case—\$8.89!—plus immeasurable profit in freezer-selling help!



Make '50 pay—the Frostofold way! Line up now with nationally advertised, consumer-preferred Frostofold! Order one or more Assorted Cases today—through leading appliance distributors, jobbers—or write direct to—

# FROSTOFOLD

TRADEMARK REGISTERED

THE INTERSTATE FOLDING BOX COMPANY  
Middletown, Ohio

## THE NATIONAL APPLIANCE AND RADIO PICTURE

CONTINUED FROM PAGE 5

The tendency of building and repair labor to be uninterested in any home job unless there is at least a \$100 bill involved, is adding fuel to the trend on the part of the owner to do it himself. Every hardware store in the country is cutting and threading pipe to order, and they certainly aren't doing it for the benefit of plumbers. Paint sprayers, sanders, caulking guns are for rent in every hamlet and village, and wallpaper houses say more people are hanging their own paper than ever before in history. Salesmen are using the spray gun attachment to sell two well-known makes of vacuum cleaners, and these give a push to summer business.

Bicycles are becoming standard items in a dealer's stock, and around lakes you see boat motors in line. Dealers who carry these items declare their sale is almost automatic, no calls are made, and a little advertising does the trick.

**Three - Speed Merry - go - round.** Dealers who sell records say that the public's reaction to the three record speeds is not settled yet. Naturally, the old time speed is the most popular, but it will take two or three years before it becomes evident whether or not customers will adopt other turntable rates.

The trend to premiums continues, and any manufacturer with a gimmick that will catch the eye is assured of a welcome in the appliance field.

Goldblatt's department store last month had a cutie that did not involve any premium. They let customers reach in a glass bowl full of coins, pick up what they could in one fist, and, after counting, this was applied as a down payment on a TV set. Naturally, possession of big hands was an asset. It was a slick price cut with the gamble based on how much one could pick up. Further more, since the dive committed the customer to a purchase, it was a smart play involving no more than a few dollars' price cut by the store.

downtown, Rich's, Inc., went on television to display its wares. The innovation was so successful that the store's 89 incoming telephone trunks were tied up in knots by customers who wanted to place orders. Now the store is pondering the regular use of telecasts to aid merchandising.

Selling appliances by television is a fairly new idea down south. Bromberg's, of Birmingham, pioneered in the idea a month or so ago and others have tried it with pretty good success. Latest reports from Houston, Dallas and New Orleans are that it will be tried out in those cities and a regular wave of vending via video may be in the offing.

Commenting on the development, a big dealer in Atlanta declares that "it will never replace the outside salesman, however. The dealers who are getting the business today are those who are knocking on doors and ringing doorbells." Reports from all over the Dixie area substantiate his claim.

Sales figures are not complete for the second quarter but preliminary estimates show that appliance business for the first half of 1950, in the southern area, is ahead of 1949 by a good margin. Long-time observers believe this volume will hold up but do not expect it to exceed the high marks set in 1948 and 1949. As one wholesaler in Charlotte put it: "You must remember that the big sales push last year began in the second half of the year. You can't expect it to repeat this year."

**Picture Still Rosy.** But looking ahead to the sales possibility of electrical appliances during the next six months, the picture is still pretty rosy. Here are the reasons. (1) The building boom in almost every city, town and hamlet of the South continues unabated. New homes mean new appliances and dealers are working to supply the demand. (2) All major strikes seem to be settled—as this goes into the typewriter, anyway—and steady incomes mean continued steady buying. (3) The South is still far from saturation in almost everything. New business awaits the dealer who seeks it out. (4) The rising interest in all forms of electrical appliances is reflected in the largest crowds yet in attendance at various home and electrical shows. The Chattanooga, Birmingham and Nashville shows drew almost 100,000 each. The Miami exposition jammed in more than 75,000 visitors and did the New Orleans home show, and other southern cities reported equally large crowds.

Some utilities were again reported eyeing the possibility of re-entering the appliance merchandising field. Although there have been no announcements and little change in the selling plans of southern utilities, some dealers were already protesting. In mid-May, the Alabama Retail Furniture Assn. went on record as opposing the sale of appliances by public utility firms. Several small dealers in Georgia expressed themselves in a similar vein and there was some muttering from

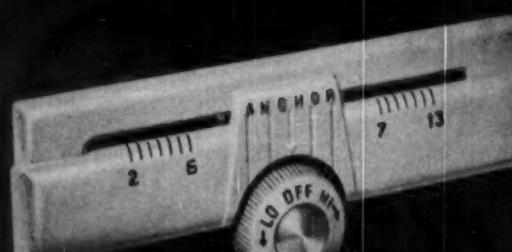
(Continued on page 8)

**W**HAT may be the dawn of a new day in merchandising—appliance and otherwise—came to light in Atlanta during the May-June transit strike. With shoppers tied up at home and unable to get

# ANCHOR

## Ahead Again

New 2-Stage Pre-Amplifier  
Increases Original TV Signal  
Strength 5 TIMES



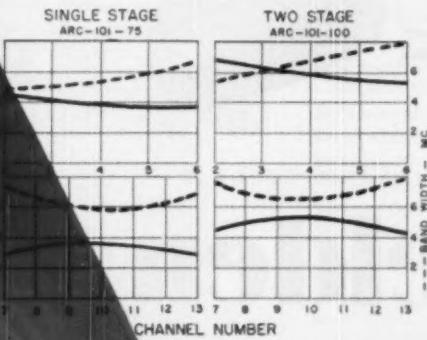
LIST PRICE  
**\$44.95**

You'll be Ahead Too . . . With Greater Profits Than Ever!

### ANCHOR'S NEW 2-STAGE BOOSTER NOW Enlarges Your TV Market for Sales to Thousands of New Suburban and Fringe Area Residents

In 1949 the ANCHOR Single Stage BOOSTER improved television reception for 1 out of every 4 TV Set Owners. Thousands of apartment dwellers, suburban and fringe area residents the nation over demonstrated their preference by making ANCHOR the Number One BOOSTER in sets sold. ANCHOR developed this recognition only through its own top-notch performance by being able to deliver sharp snow-free pictures in most difficult conditions. Now ANCHOR has added the new Two Stage BOOSTER to their line to bring television, and the finest television reception, to everyone. The New ANCHOR Pre-Amplifier Will Out-perform Any Two Stage BOOSTER on the market.

ANCHOR's  
Innovations  
have never  
been challenged.  
Unquestioned  
leadership  
proves that  
the ANCHOR  
Two Stage  
BOOSTER  
increases the  
original TV  
signal strength  
5 TIMES.



- Single Knob Construction allows switching and tuning with a flick of the wrist.
- Radically new switching of tube and circuit components.
- Modernly styled with streamlined plastic escutcheon. Soft mahogany leatherette finish.
- Most stable non-regenerative unit available. The unit that is not returned.

ANCHOR  
ENGINEERING  
ALWAYS A  
YEAR AHEAD!

ANCHOR RADIO CORP.  
2215 SOUTH ST. LOUIS AVENUE  
CHICAGO 23, ILLINOIS



## THE NATIONAL APPLIANCE AND RADIO PICTURE

CONTINUED FROM PAGE 6

out Texas way. Several dealers commented to this reporter on Larry Wray's editorial in the May issue of ELECTRICAL MERCHANDISING and expressed the hope that the utilities would study it closely before entering the merchandising field again.

**Home Freezer Sales Up.** The best selling lists of the month were augmented by the return of the home freezer. Louisiana and Florida dealers were back in stride again with high sales of this item and expected to continue the high volume throughout the summer. The scarcity of refrigerators was about over and the champ continued his merry way at the head of the list. Ranges and water heaters showed a vast improvement in sales in south Georgia, north Florida and in the Carolinas. Laundry equipment sold steadily everywhere.

New portable dishwashers seemed to be a hot item. Several dealers, who had begun to push them with specialized sales appeal, reported them moving in fine shape and predicted still better sales for them in the future. Hot weather has arrived, and summer promotional campaigns are popping out all over the map. Ventilation and refrigeration are getting the emphasis in advertising, with a corresponding rise in the sale of room air-conditioners, electric and exhaust fans.

Television, in the words of Snuffy Smith, was "bustin' its britches." A 60-day campaign staged by the Florida Power & Light Co. plastered sets all over the Miami area. Birmingham homes added television sets by the thousands, as did Atlanta, New Orleans and Dallas. Nashville featured television at its annual electric show and while the advent of video in that city is not slated until September, buyers were already clamoring for units. Only Louisville and Memphis reported a drop in television set sales but the decrease in those cities was not heavy.

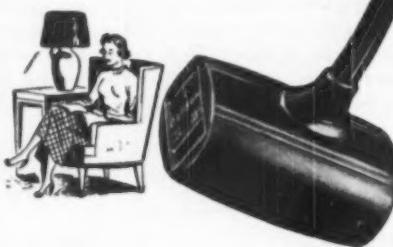
Radio went right along with the trend. A high and distinctly improved volume in the sale of all types of radio sets has been reported since March. Estimates for May pointed up the continued satisfactory sales figures. Cabinet models and the more expensive types moved right along in conjunction with table models and portables, and prospects seemed to be good that radio sales might hold up throughout the summer.

**LP Gas Threat Grows.** Many dealers in the South have awakened to the fact that LP gas competition is growing steadily. Competition for the sale of electrical and gas appliances is pretty keen in many areas. In Alabama, LP gas competition has made heavy strides in the past year, while in certain areas of Georgia, Mississippi and Louisiana, certain towns are referred to as "gas towns." But there are indications that electrical dealers and utilities are beginning to meet the competition with pretty fair success despite the increased promotion of the gas people.

(Continued on page 10)

## MAKE A DIFFERENCE

This molded extension cord is an example of the plus values built into Belden electrical cords. They are manufactured to standards that far surpass the minimum requirements set up by Underwriters' Laboratories. They give you a plus in protection against fire or personal injury, a plus in appearance, and a plus in sales and profits. Ask your Belden jobber.



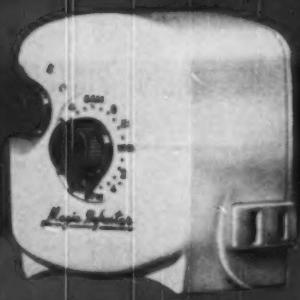
the Belden line gives you  
+ SAFETY  
+ APPEARANCE  
+ SATISFACTION  
+ PROFITS

CORDITIS-FREE CORDS BY

# Belden

WIREMAKER FOR INDUSTRY

A COMPLETE LINE OF READY-TO-ATTACH ELECTRICAL REPLACEMENT CORDS



**Standard — E200  
Magic Defroster**  
Adjusts defrosting time  
up to 5½ hours  
List price—\$9.95



**Deluxe—B100  
Magic Defroster**  
Adjusts defrosting time  
up to 10 hours  
List price—\$12.95



**Deluxe—C100  
Magic Defroster**  
(Same as Model B100  
except furnished  
with power cord)  
List price—\$12.95

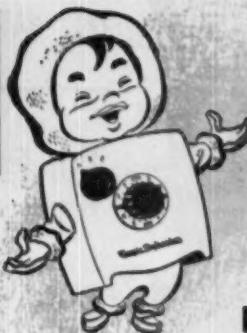


**Model — A100  
Magic Time Control**  
Accurate time control  
up to 10 hours  
on and off  
List price—\$12.95



**New, Sensational  
Model — X1000  
Basic Commercial  
Defroster & Time  
Control**

No plug to pull—no wires to pull—simply plug  
1, 2, 3 or 4 Cycles per day—Ininitely controlled—30 Amp capacity  
110-220 Volt • 60 Cycle • AC Only • (25 or 50 Cycle if desired)



# Good news

FROM AN OLD "PROFIT" FRIEND  
**COMPLETE LINE**

# Magic DEFROSTERS & TIMERS FOR HOME AND INDUSTRY

## Magic DEFROSTER

is needed in over 27 million homes in America today.

Housewives everywhere want to end refrigerator defrosting nuisance—FOREVER. *Magic Defroster* is their answer.

You can capture more than your share of this tremendous market if you sell your customers the best—*Magic Defroster*. Finest performance. Longest service life. Priced right.

Standard and deluxe models give you a COMPLETE LINE to win every sale.

Lead with the Leader—order *Magic Defroster* today!

- Saves Food—Saves Electricity
- Variable Control
- Completely Automatic—Fits anywhere—in any position
- Half-Minute Installation
- Eliminates Defrosting Drudgery (forever)
- One-Year Guarantee
- Recommended by Leading Refrigerator Makers

## Basic Products TIME CONTROLS

give you a top quality yet inexpensive "entree" to a new market so vast it can't be estimated—

Starting and shutting off: radios—attic fans—store window lights—motion displays—TV sets—household appliances—window air conditioners—window displays—electric motors—commercial refrigerator defrosting. All these and countless other processes where accurate, low-cost time control will save time, save money and free workers for other duties!

Basic Products Corporation gives you a COMPLETE LINE of fast-selling, profit-swelling Defrosters & Timers. Place your order today, or mail the coupon below for further details!

- ACCURATE—LOW COST
- SMALL—COMPACT
- WIDE APPLICATION
- EASILY INSTALLED
- SIMPLE TO SET
- LONG LIFE
- FAST SELLING



## BASIC PRODUCTS CORP.

1617 North Harrison St., Ft. Wayne, Indiana, Dept. E104

We are Distributors  Dealers  Please enter our order for  
Model \_\_\_\_\_ Magic Defrosters and \_\_\_\_\_ Model \_\_\_\_\_  
Time Controls . . . Or send us further information on  
Magic Defrosters . . . Time Controls

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

# Join the thousands of CADILLAC DEALERS

who sleep well—  
every night—because...

- Cadillac's four "dirt-hungry" cleaners offer more profit per unit.
- Cadillac cleaners are easy to sell and they stay sold—rarely need servicing.
- Cadillac advertising, appearing ever month in leading national magazines, brings presold customers into the store.



MODEL 201  
(single speed)  
including attachments shown,  
sells for  
**\$49.95\***

In less time (Model 102)  
sells for  
**\$59.95\***  
With full set of attachments  
**\$74.45\***

MODEL 138  
(single speed)  
including 5 attachments,  
sells for  
**\$49.95\***

MODEL 900  
(2 speed control)  
with full set of attachments,  
sells for  
**\$69.95\***

slightly more  
weight of heavier.

Be a  
**CADILLAC**  
DEALER

and stop counting sheep!

Join the Cadillac dealers who  
sell more—worry less. Write  
for complete information  
about the profitable Cadillac  
line—today.



See Cadillac at  
**BOOTH NO. 815**  
NATIONAL HOUSEWARES  
and  
HOME APPLIANCE EXHIBIT  
July 10-14, Atlantic City

**CADILLAC**  
Rotating Brush and Cylinder  
VACUUM CLEANERS

Dept. A • 6666 S. Narragansett Ave. • Chicago 38, Ill.  
Since 1911, sold only by reliable dealers and distributors

## THE NATIONAL APPLIANCE AND RADIO PICTURE

CONTINUED ON PAGE 8

### The Far West



By CLOTILDE G. TAYLOR

appeal on the basis of good service, product guarantees and the like. Nothing we experienced in the years before the war ever equalled the situation now."

Some reaction against discount houses is being shown by some of the larger manufacturing plants, such as airplane factories, and a change in the picture is expected by many. Reason: employees who made purchases from discount houses on the recommendation of or through the assistance of the employer and who received poor service or inferior merchandise, are showing their resentment against their own firm who "sent" them to a discount house.

**Misleading Advertising.** In television a consistent menace to a stable merchandising business in the LA area has been the "big noise boys" of the trade. Not necessarily price cutters, they give that effect through misleading advertising. In the words of H. L. Hoffman, president of Hoffman Radio Corp., "Some retailers... by inference and omission in their advertising, have misled the public. Exaggeration and flights of fancy have been substituted for facts and information."

The situation reached a climax with a recent page advertisement by Eastern Columbia, reputable department store chain, which lampooned this type of advertising with a mythical blurb. Imitating layout and style of cut-price ads, the spread featured a "36-in. TV set with built-in roof aerial and no controls" at what appeared to be \$68.85, although this actually referred to a miniature table model. Step by step, Eastern-Columbia pointed out how such advertisements are misleading, bringing red ears to many volume-TV dealers in the area and praise from stable elements in the industry.

**Range Promotion.** News of the season to northern California dealers was announcement of an electric range campaign sponsored by the Northern California Electrical Bureau—first since the war in this territory. It was hoped that the campaign might prove as successful for electric ranges as the recent "Spring Showing" did for LP and natural gas equipment—a campaign that sent gas range sales to a new high and relegated many an electric model to the rear of dealer displays. But hopes are not too high, for a June promotion falls upon the uninterested ears of people traditionally early vacationists, three months ahead of the regional range season, and after the gas promotion has taken the edge off the public's interest, the cream off the market, and much of the dealer's energy.

San Diego's range promotion utilized public interest in quiz programs by featuring a true or false test which contestants for the prize must take in the dealer's store. Their spring freezer show, which included frozen foods as part of the promotion, was a huge success. An attendance of 90,000 almost equalled the annual Christmas Show. Freez-  
(Continued on page 12)

**EVERYBODY, YES, EVERYBODY**

# FREEZ-PAK



*The Original  
Compact Refrigerator*



## MILLIONS HEARING ABOUT FREEZ-PAK!

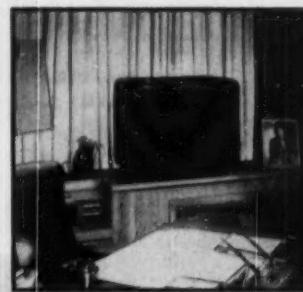
It's ON THE AIR! 25 million listening audience weekly on Mutual's Ladies Fair Show (5 times a week). Handsome illustrated brochures. Attractive mailing stuffers imprinted with dealer's name. National advertising. Everybody wants to know about FREEZ-PAK. Everybody wants FREEZ-PAK.

## ONE LOOK AND A SALE IS MADE!

Appearance does it! You see FREEZ-PAK—you want it! As handsome as finely designed modern furniture. Blends with any surroundings. Marvelously compact—holds as much as many 4 cu. ft. refrigerators. Makes 80 giant ice cubes in 10 trays, and FAST FREEZING! Durable all-steel cabinet with beautiful baked enamel finish in ebony or ivory. Sealed refrigeration unit needs no attention—ever! Weighs only 125 pounds, can be carried in the car. Some dealerships still available—WRITE OR WIRE TODAY!

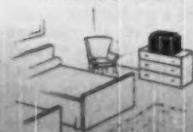
A TREMENDOUS OPPORTUNITY! ACT NOW!

*"Refrigeration When and Where You Want It!"*



© 1950, IONIA MFG. CO.

EXECUTIVE OFFICES • DOCTOR OFFICES • DENTIST OFFICES • SMALL APARTMENTS • RECREATION ROOMS • SUMMER HOMES  
LIVING ROOMS • GUEST ROOMS • SICK ROOMS • NURSERIES • PLAY ROOMS • TERRACES • COTTAGES • CABINS • MOTELS  
HOTELS • BOARD ROOMS • CLUB LOUNGES • LABORATORIES • HOSPITALS • DRUG STORES • SCHOOLS. Listed by Underwriters' Laboratories



HOTELS



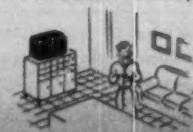
EXECUTIVE OFFICE



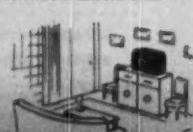
RECREATION ROOM



SUMMER COTTAGE



DOCTOR'S OFFICE



SMALL APARTMENT



IONIA MANUFACTURING COMPANY, IONIA, MICHIGAN

## THE NATIONAL APPLIANCE AND RADIO PICTURE

CONTINUED FROM PAGE 10

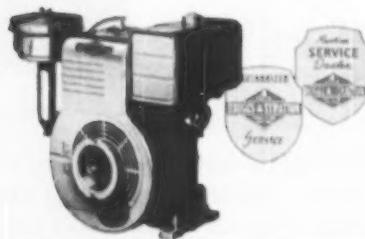


### Through the Largest Network of its Kind in the World

There is a Briggs & Stratton service organization, factory-trained and supervised, near you — with a complete stock of genuine Briggs & Stratton parts for all models.

Briggs & Stratton service is world-wide—and constitutes the largest network of its kind. It is an important part of Briggs & Stratton's continuous effort to make its engines of greatest constant value to their users.

**BRIGGS & STRATTON CORPORATION**  
Milwaukee 1, Wisconsin, U. S. A.



In the automotive field Briggs & Stratton is the recognized leader and world's largest producer of locks, keys and related equipment.

ers showed an immediate and excellent increase in sales—and frozen food purchases went up 25 percent as a result of the show. Long range results are expected to be even more important. Some 12,000 prospective buyers sat through demonstrations on use of freezer-stored foods. Said to be the best freezer promotion anywhere to date, the show is expected to set a pattern for nationwide use.

**Texas Mystery Shopper.** El Paso, Texas is featuring electric ranges, water heaters and home freezers in a campaign which will continue through July. A Mystery Shopper is the come-on for dealers, who are given extra points in the contest if they ask her the key question, "Have you seen the new (brand name) electric range, water heater or freezer?" when their store is visited. Record to the middle of May—fifteen visits, no winners. April and May were electric range months in Phoenix, Ariz., also, with window display contests, extensive tie-in advertising and field calls by utility contact men to develop prospects.

Spokane, Wash., dealers, queried by IEEADA, report overwhelmingly (86 percent) that they think further price cuts on appliances would not increase sales, but that larger margins would enable dealers to step up their efforts. With the extra money they say they would: do more advertising—84 percent; increase salesmen's pay—79 percent; employ more salesmen—63 percent; improve appearance of store—42 percent; pay more attention to appliance department—42 percent; stock a wider line—38 percent. March was a high month in Spokane, every major appliance selling better than in the same period last year. Washer sales reached an all-time high, 24 percent above 1949.

**\$30 Range Installation.** City Light of Seattle, putting into practice its avowed intention of getting more electrical equipment into old homes, is offering to install electric range and water heater for \$30 in any old home (wiring and plumbing included.) Imminent competition from natural gas brought in from Canada is said to be chief incentive for this promotion.

The Intermountain area on the whole is prosperous, although successive cold spells in early spring have damaged fruit crops in Utah to an unknown degree. Butte, Mont., is once more showing new life, with increased activity in the copper industry. Oil developments in Wyoming and Montana mean prosperity for the Billings, Casper and other areas. Casper recently staged a home show, sponsored by the local radio station, with excellent results reported by the electrical dealers who participated. The power company in Montana is offering a bonus to dealers for farm sales. They have listed all qualified customers and offer free mail stickers of these to dealers as a prospect list. For sale of a water system the dealer receives \$7.50; for an electric water heater, \$17.50; range, \$12.50; home

freezer or dryer, \$10. New or used equipment counts. Prize contests, home service meetings and other helps stimulate dealer effort.

**Freezers in Denver.** Denver is putting on a community-wide freezer promotion. The obtaining of television in advance of the unfreezing of channels is much under discussion in this area, but as yet there seems to be no outlook for a special dispensation by the commission. Denver's only TV station to date is an experimental ultra-high-frequency station located in the mountains near the city.

Boise, Idaho, dealers report that they have had a better than normal spring.

Northern California dealers are finding that they must undertake to handle range servicing, as the power company is gradually withdrawing from this field. Few dealers' servicemen in this area are familiar with the problems involved, nor are customers conditioned to pay full price for service received, so there are sure to be conflicts during the period of adjustment.

**More Merchandising for Plumbers.** The recent national convention of Master Plumbers held in San Francisco spent considerable time advocating increased merchandising efforts by plumbers. Electrical appliance dealers were held up as models to follow in promoting complete kitchen modernization. Plumbers were urged to improve the location and appearance of their stores, both inside and out, to stock a better selection of appliances, and to pay more attention to selling. They were told that 50 percent of their time should be devoted to selling. Modernization of old homes was stressed as more profitable than the more competitive new building field.

Once more California electrical dealers are combatting a proposed change in code by the Contractor's State License Board which would require that all water lines to and from fixtures, appliances and other equipment have "solid connections" which must be put in by a licensed plumber, without regard to any present code or lack of code in local areas. Hearing is to be held during the next meeting of the Board in July. Contention of electrical protesters is that such a ruling is beyond the powers of the Board and is undesirable because it would greatly increase the cost of installation, not to mention the confusion resulting from questions of ownership when appliances owned by a tenant are permanently connected in a rented home.

**Defective Wiring Bogey.** From Hawaii comes a protest against the familiar blaming of all unknown fire causes upon "defective wiring". A power company investigation of one such fire proved that the short circuit was the result of the fire, not its cause. In the interest of safety, says Harry P. Field, Hawaiian Electric Co. general manager, the real cause of such fires should be ascertained. The electrical industry would benefit. *End*

# HERE'S THE YEAR'S BIGGEST NEWS IN FREEZERS . . .

## The New BEN-HUR R. O. P. Line of *America's Finest* Farm and Home FREEZERS



Guaranteed by  
Good Housekeeping  
AS SEEN AS ADVERTISED IN THE PRESS

Featuring—

- New Blue Trimmed Cabinet Design
- New Family-sized Models
- More Freezer per Square Foot
- More Convenient Features
- More Operating and Freezing Advantages
- More Downright Value per Dollar
- R.O.P. PERFORMANCE TESTED TAG on Every Model!

Here's the big name in home freezer value this year . . . and in dealer sales and home satisfaction, too! Truly "America's Finest" — with new Ben-Hur Blue-Trimmed beauty, new cabinet design, new "Family-sized" models, more freezer-per-square-foot, more convenient features, more operating and freezing advantages, more downright value per dollar. AND, to cap the climax, you have the R.O.P. PERFORMANCE TESTED TAG on every model! It's a definite laboratory RECORD OF PERFORMANCE on file at the factory — exclusive promise of superior operating efficiency for every Ben-Hur owner that *only* Ben-Hur can offer.

GRAB THIS OPPORTUNITY FOR FREEZER SALES LEADERSHIP . . . With today's "Leadership Line" . . . The "R. O. P. Tagged" BEN-HUR "America's Finest" Farm and Home FREEZERS.

Ask your nearby BEN-HUR Distributor — or write for the great sales-building story on BEN-HUR Dealer Franchise.



BEN-HUR MFG. CO., Dept. EM, 634 East Keweenaw Avenue, Milwaukee 12, Wisconsin

SELL BETTER LIVING THROUGH FROZEN FOODS

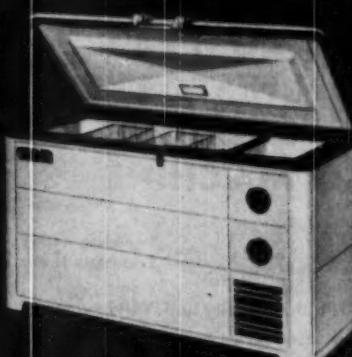
ELECTRICAL MERCHANDISING—JULY, 1950



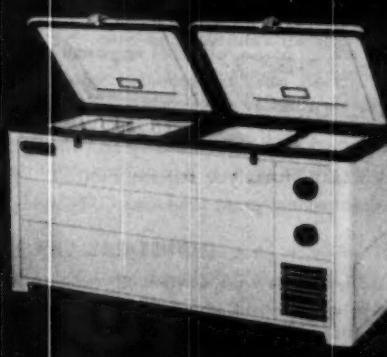
FOR THE FAMILY WITH LIMITED SPACE  
New 8.5 cubic foot Model 851. (Only 41" by  
27 1/2" floor space.) Holds up to 425 lbs.



FOR THE AVERAGE FAMILY  
New 12.5 cubic foot Model 1251. Holds up  
to 625 lbs.



FOR THE LARGE FAMILY  
New 16 cubic foot Model 1651. Holds up to  
800 lbs.



FOR THE LARGE FAMILY OR FARM HOME  
New 20 cubic foot Ben-Hur Model 2051.  
Holds up to 1000 lbs. of frozen foods. Actually  
1/2 INCHES shorter than former 18 Cubic  
Foot size.

BEN-HUR FARM and HOME FREEZERS

BIG NEWS  
IN FREEZER  
MERCHANDISING,  
TOO . . .

. . . The Greatest  
Dealer Merchandising  
Aid Program in  
BEN-HUR History



- Complete Dealer Sales Manuals
- Display Floor "flip-over" Sales Tools
- R. O. P. Performance-Tested Tags on every Freezer — plus enlarged tags for display
- Seasonal Mailers and Cards for prospect mailings
- Selection of colorful handout folders
- Consumer Broadsides Mailers for selected mailing
- Window and Store Display Banners
- County Fair Display Kits
- Newspaper Ad Mats for all seasons

PLUS INCREASED  
NATIONAL  
ADVERTISING

Copyright, 1950, B-H Mfg. Co.

# GENERAL

**FIRST IN QUALITY . . . FIRST IN**



**AT THE LOWEST  
PRICE IN HISTORY  
FOR A 16" BRUSH  
SPREAD MACHINE**

**ONLY \$130** with 2 polishing brushes  
2 scrubbing brushes

General SCOOPS the industry and YOU benefit . . . benefit in sales and profits because *YOU can* smash price competition with GENERAL'S new 16" brush spread floor machine!

Tailored to the need for a machine *BETWEEN* the light domestic models and the heavy industrial models, the amazing new GENERAL T-16 opens a brand new profit-packed market among Stores, Churches large and small Offices, large Homes, Apartment Houses, Schools, small Institutions, Hospitals and Convents.

A product of the same engineering skill and quality design which produces the famous GENERAL "K" models for industry and the GENERAL T-12 for the home. When you sell GENERAL, you sell the FINEST! Get full information FAST on the new sales compelling, profit producing GENERAL T-16.

**INDUSTRIAL "K" MODELS**

★ At the right are the famous GENERAL "K" models for every *industrial* floor care requirement. Used in leading factories, office buildings, schools, colleges, institutions, prominent stores and loft buildings. In strong demand from coast to coast, GENERALS are easy to sell and highly profitable to all Electrical Appliance and Hardware dealers.



K12

K14

**AMERICA'S LEADING MANUFACTURER OF QUALITY  
DOMESTIC AND INDUSTRIAL FLOOR MACHINES**

# RAIS

**PERFORMANCE... FIRST IN VALUE**



**SCRUBS • WAXES • POLISHES  
BUFFS • DRY CLEANS  
SANDS • REFINISHES  
12" BRUSH SPREAD**

**ONLY \$79.50** with 2 waxing brushes  
2 polishing brushes  
2 lambs wool buffers



K16      K18

Here's sales ammunition that **REALLY** packs a wallop, for GENERAL and ONLY GENERAL gives you ALL these features . . .

- Larger, perfectly balanced machine—all weight centered directly over brushes.
- Larger, more fully packed brushes with 2½ times the ordinary usable fibre lengths, add years to brush life. • Meshing, counter revolving twin brushes, cover over 12" path. • All (easy-to-clean) chrome or polished aluminum surfaces—no paint, enamel or plastics to chip, crack or collect dirt. • The *only* home floor machine on the market with SNAP-ON SIDE HANDLES\* replacing long handle for easy polishing of furniture . . . cabinets . . . even autos!

\*Slight extra cost.

Sell GENERAL! You'll sell it EASIER because no other floor machine made can touch it for Performance—for Quality—for Value.

**GENERAL FLOORCRAFT INC.**  
DEPT. EM7, 333 Sixth Ave., New York 14, N. Y.

GENERAL T-12  GENERAL T-18  GENERAL 17" WAX

Name \_\_\_\_\_

Address \_\_\_\_\_

Check here if you would like to receive our catalog.

# NEW glamor FOR SMARTER BATHROOMS



## *Means NEW PROFITS . . . for You!*

Wherever exhibited, the colorful styling of Lavanette catches the eye . . . clinches sales.

With its new custom-look beauty, Lavanette also brings greater utility and convenience to average size bathrooms for both old and new homes.

If you have been selling kitchen sinks and cabinets, you have ready made prospects for bathroom glamourizing with the new Lavanette . . . with less competition . . . more profit.

Write today for complete specifications and details on this great new sales opportunity.

Distributors—Dealers  
Write or Wire Today

*Lavanette*

4 COLOR COMBINATIONS FOR COLOR HARMONY

BEAUTY QUEEN DIVISION — The Telly Brick & Fixture Company, Ford Ave., Meadville, Ohio

## WASHINGTON CURRENTS

By Washington News Bureau, McGraw-Hill Publishing Co.

### SELLING JOBS RECOMMENDED TO VETS

The Veterans Administration recommends selling as one career where there are always opportunities for good men.

The VA tries to counsel vets who are getting business training through GI benefits—and in a recent report, it compared selling with other distribution jobs such as advertising and market research.

Market research, the VA thinks, is a field that's due to grow—a good bet for the long pull. And it's also recommended as a profession whose importance increases in depression times, too, since "marketing decisions are more important for companies when competition is keen."

Advertising, however, has been glamorized to the point where there's a maximum competition for the relatively few jobs that become available each year, the VA reports.

Selling as a career to study for gets this kind of plug from the VA:

"During almost every period there are many opportunities for topnotch salesmen. . . . In 1949, though opportunities for newcomers decreased somewhat, there were many job openings for experienced salesmen. This situation is likely to continue indefinitely."

### HOW BIG IS WHOLESALING?

Reports from the Census of Business, taken in 1948, are beginning to show how much business in this country grew in the decade since 1939.

Here's how wholesaling has flourished:

In 1939, wholesalers did a business of \$55 billion. In 1948, the volume was almost four times as great, \$200 billion.

In 1939, 1½ million men and women were employed by wholesale firms. By 1948, the wholesale work force was up to 2½ million.

Wholesale payrolls in 1939 amounted to about \$2½ billion. In 1948, payrolls were up to \$8 billion.

### "AID TO BUSINESS" UP TO CONGRESS

Congress looks favorably on Truman's proposals to aid small business—but that doesn't mean quick action.

The package the President presented for approval by Congress included three main parts, all designed to make it easier for the small businessmen to get easier credit and capital:

1. Government insurance of private bank loans up to \$25,000 for not more than five years. It's compared to present home improvement loan insurance program, which has worked out quite successfully.

2. Federal chartering of new "investment companies" or capital banks which—in return for special tax consideration—would make risk capital available to new and independent businesses that couldn't get money elsewhere.

3. Authorize Reconstruction Finance Corporation to make more loans on easier terms.

Best chance for getting through this year is the small loan insurance program. A handful of private banks large enough to spread and absorb the risk already have successful small business loan programs.

The idea now is to set up a government loan insurance pool that would pay off most of the losses on loans to small businesses made by banks that participate in the insurance program.

### ELECTRIFICATION MILESTONE

The Rural Electrification Administration put out a progress report recently on its 15th anniversary. The figures show how far electrification of rural areas has reached since 1935:

REA estimates that 85% of American farms are now electrified, compared with 11% 15 years ago. Farms not yet getting central station service: about 900,000.

REA has loaned out \$2.1-billion to 1,067 borrowers, of which 977 are cooperatives. REA-financed lines now supply 3.2 million farms. Average power use is about 2½ times what it was just before the war.

# MURRAY

brings you today's biggest KITCHEN PROFIT NEWS!



Ultra-modern cabinet sinks, matching wall and base cabinets. The big 66" kitchen cabinet sink above is the super deluxe model in the Murray line. In addition there's the deluxe 54" and standard 54"; the single drainboard 42". Cabinets to suit every need.



The Murray EA-74 (above) is one of the five electric ranges that complete this great, new line. There are three 40" ranges, as well as a 36" unit and compact 20" range for small homes and apartments. Oven, Deep Well and appliance outlet are automatically timed.



The Murray GA-44 (above) is the leader of the line of five outstanding gas ranges. All five feature seamless burner bowls and easy-to-clean "Waterfall" tops. Range sizes include three 40" ranges, and a 36" and 20" with double-seal oven doors.

# MURRAY

MATCHED STEEL KITCHENS built to last a lifetime! Beautiful, welded construction, silent action! The drawers on Murray cabinets glide on silent, strong brass runners. All cabinet doors are

sound-insulated...have smooth rounded corners. No protruding handles on wall cabinets; doors swing back flat on small chromium-plated hinges. All wall cabinets have provision for fluorescent light-

ing! Base cabinets have Vinyl tops—wear-proof, stain-resistant, crack-proof. Cabinets coated with hi-baked enamel; sinks are acid- and stain-resistant porcelain-enamelled.

## MURRAY

ELECTRIC RANGES feature welded construction, 7-heat surface units, giant ovens! Model EA-74 (above) features 6-quart Deep Well Cooker that can be lifted out, allowing heating unit to be raised and used as fourth surface unit. Included are fluorescent range lamp, automatic pre-heat oven thermostat, with bake, broil, and top unit pilot lamps. Smokeless broiler pan with grid, concealed oven vents, food-warming and storage drawers. 17" x 18" x 20" oven with clear-vue window!

## MURRAY

GAS RANGES with seamless burner bowls, "Waterfall" tops, extra-large ovens! The Murray GA-44 (above) features giant broiler with smokeless pan and grid that slides out as door is opened. Full control backguard contains 20-watt fluorescent lamp, electric clock with interval timer (three minutes to four hours!) Oven, 18" x 15" x 20", is fully porcelain-enamelled with rounded, easily-cleaned corners and concealed drip tray.

IF YOU ARE A WHOLESALER,  
*kindly write on your letterhead.*  
IF YOU ARE AN APPLIANCE DEALER,  
*kindly forward coupon.*

The Murray Corporation of America  
Home Appliance Division, Dept. 7  
1202 South Washington  
Scranton, Pa.

Gentlemen: *Kindly forward full details.*

Name \_\_\_\_\_

Address \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

City \_\_\_\_\_

# MURRAY

urges you to get full particulars now. Send convenient coupon. Meanwhile, watch for further announcements!





I'm interested in joining the family of great names selling WHIRLPOOL Automatic Washers, Dryers, Wringer-type Washers, Ironers . . . send me complete information.

FIRM NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_ STATE \_\_\_\_\_

INDIVIDUAL'S NAME \_\_\_\_\_

67

# DOW MAGNESIUM RODS

## will increase your heater sales!

### Longer Tank Life Makes Sales Job Easier!

Longer tank life is an important sales point when you are dealing with a potential water heater purchaser. You can make the most of it when your heaters are equipped with *Dow* Magnesium Rods. They add years to heater life by protecting against premature leaks and rusty water caused by tank corrosion. Corrosive forces attack the rod instead of the tank; the rod corrodes but the tank stays sound.



### Dow Magnesium Rods Give Maximum Protection!

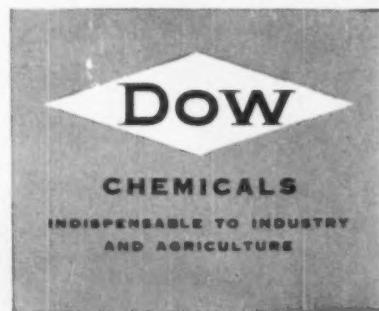
All magnesium rods are not of equal value. The amount and duration of the protection depends upon the composition and purity of the magnesium used. Years of research and field testing went into the perfection of the alloy used in Dow Magnesium Rods. *There is no better rod on the market.*

### Dow Magnesium Rods Help You Sell Quality Heaters

Leading manufacturers are equipping their quality heaters with Dow Magnesium Rods. Use this sales point to help sell quality heaters—boost your dollar volume, increase your profit. Write your manufacturer for full information about Dow Magnesium Rods. If he can't supply you, write to Dow, Dept. MG-120.

Magnesium Division

**THE DOW CHEMICAL COMPANY - MIDLAND, MICHIGAN**  
New York • Boston • Philadelphia • Washington • Atlanta • Cleveland • Detroit • Chicago  
St. Louis • Houston • San Francisco • Los Angeles • Seattle  
Dow Chemical of Canada, Limited, Toronto, Canada





**DIRECT  
ROUTE**

**to BIGGER, BETTER  
Kitchen Sales!**

NATIONAL ADVERTISING

PACKAGED SELLING PROGRAM

MAXIMUM PROFIT FEATURES

FACTORY COOPERATION

FACTORY-TO-DEALER PRICES

APPROVED BY  
QUALITY TESTED  
STEEL KITCHEN CABINET INSTITUTE

**Mail this Coupon . . .**

You get more than outstanding merchandise when you sell LYON KITCHENS. You get a tried and proven selling plan and the tools with which to put it into action. Let us show you how it is working for Lyon Kitchen dealers throughout the country.

**LYON** METAL PRODUCTS, INCORPORATED  
General Offices: 721 Monroe Avenue, Aurora, Illinois  
Factories: AURORA, ILL., YORK, PA., CHICAGO HEIGHTS, ILL.  
Sold Nationally through Factory Branches and Dealers

A PARTIAL LIST OF LYON PRODUCTS

- |                        |                     |                   |                    |              |                 |                     |
|------------------------|---------------------|-------------------|--------------------|--------------|-----------------|---------------------|
| • Shelving             | • Kitchen Cabinets  | • Filing Cabinets | • Storage Cabinets | • Conveyors  | • Tool Stands   | • Flat Drawer Files |
| • Lockers              | • Display Equipment | • Cabinet Benches | • Bench Drawers    | • Shop Boxes | • Service Carts | • Tool Trays        |
| • Wood Working Benches | • Hanging Cabinets  | • Folding Chairs  | • Work Benches     | • Bar Racks  | • Hopper Bins   | • Desks             |
| • Economy Locker Racks | • Welding Benches   | • Drawing Tables  | • Drawer Units     | • Bin Units  | • Parts Cases   | • Stools            |
|                        |                     |                   |                    |              |                 | • Sorting Files     |
|                        |                     |                   |                    |              |                 | • Revolving Bins    |

LYON METAL PRODUCTS, INC.  
721 Monroe Ave., Aurora, Ill.

I would like to know more about the Lyon Kitchen Cabinet dealership.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

OVER  
1,000,000  
 CLOCK-RADIOS  
*in use!*

**More than all other makes combined**

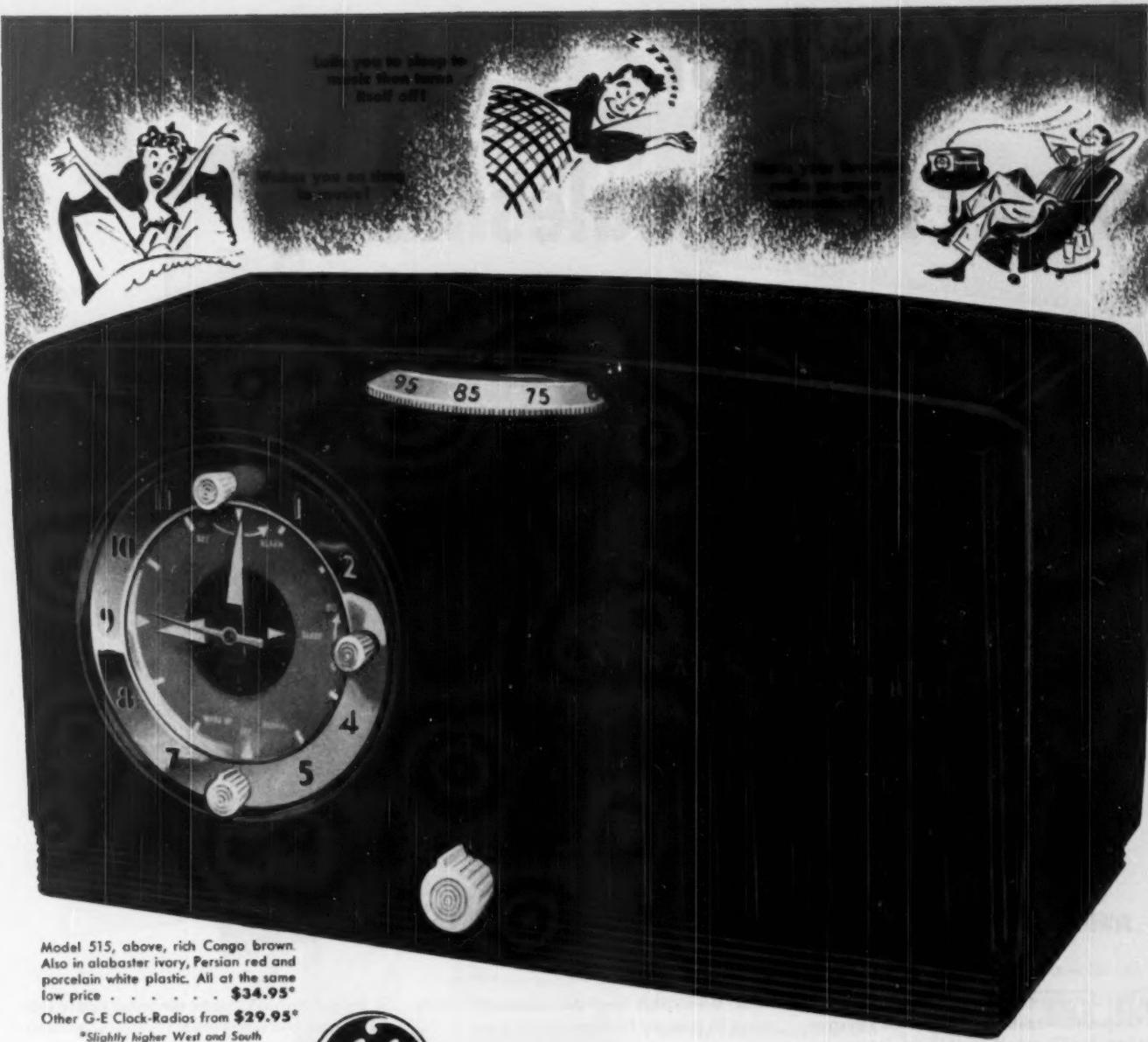
THE General Electric Clock-Radio outsells all other makes combined because it's the world's most useful radio! When you push the G-E Clock-Radio you're pushing the most popular radio the industry has ever known! Doesn't it make sense—dollars and cents—to feature the item more customers want . . . the item that brings more people into *your* store . . . the item that's a year-round

seller and traffic builder! With its fistful of outstanding features the G-E Clock-Radio is a natural for every room in the house—living room, kitchen, bedroom, den, rumpus room and porch. That means double and triple sales! To sell the radio that sells faster than any other, call your G-E radio distributor today or write *General Electric Company, Electronics Park, Syracuse, New York.*

*You can put your confidence in—*

**GENERAL**





Model 515, above, rich Congo brown.  
Also in alabaster ivory, Persian red and  
porcelain white plastic. All at the same  
low price . . . . . \$34.95\*

Other G-E Clock-Radios from \$29.95\*

\*Slightly higher West and South



World's Best Selling Radio!  
World's Most Useful Radio!

# ELECTRIC



Turns appliances on  
or off as wanted!



Hard of hearing?  
It wakes you by  
a light!



Reminds you of  
appointments!

# Your best water heater salesman

can't  
even  
talk!



But like the ventriloquist's dummy, he can sure be eloquent! Because one of the best salesmen you have for Electric Water Heaters is the automatic clothes washer. Every time you sell a washer it makes an A-1 water heater prospect out of the purchaser. Without a constant supply of hot water the washer can't do a good job.

So be sure to ask what type and size of water heater your customer now has in her home. You'll be surprised to find how easy it is to sell her an Electric Water Heater and how many

actual sales result from this approach. Try it, prove to yourself how successful it is.

The same principle holds true every time you sell an Electric Dishwasher, Range or Clothes Dryer. Each of these appliances also paves the way for an Electric Water Heater sale—the dishwasher because it, too, needs a dependable supply of hot water at the proper temperature—the other two appliances because when a home is wired for them it's easier and cheaper to install an Electric Water Heater.

Even if you don't make the water heater sale at the time you sell another appliance, put each customer on your hot prospect list and follow up frequently. The job is made easier by the fact that people *want* electric hot water. Industry figures and surveys show that. More people all the time are buying Electric Water Heaters.

Finally, there's more profit for you, because of the larger dollar volume on Electric Water Heaters, which means you make more on each sale. Be sure to cash in on these facts.

## SELL ELECTRIC WATER HEATERS

### They're what people want!



ELECTRIC WATER HEATER SECTION—National Electrical Manufacturers Association, 155 East 44th Street, New York 17, N.Y.

ALLCRAFT • BAUER • BRADFORD • CRANE-LINE SELECTRIC • CROSLEY • DEEPFREEZE • FAIRBANKS-MORSE • FOWLER  
FRIGIDAIRE • GENERAL ELECTRIC • HOTPOINT • HOTSTREAM • JOHN WOOD • KELVINATOR • LAWSON • MERTLAND • MONARCH  
NORGE • PEMCO • REX • RHEEM • SEPCO • A.O. SMITH • THERMOGRAY • TOASTMASTER • UNIVERSAL • WESIX • WESTINGHOUSE

# Merchandising... WITH MUSCLES!



Double Impact  
in July!

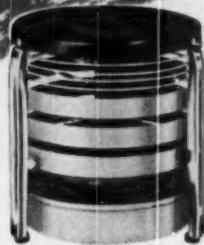
## AQUAIRE

### WEATHER CONDITIONER

More versatile than an air conditioning unit—yet sells for a fraction of the cost.

- lowers room temperature
- has "moisture control" feature
- filters, washes, circulates air

**LIST PRICE \$34.95\***  
**LARGER MODEL \$49.95\***



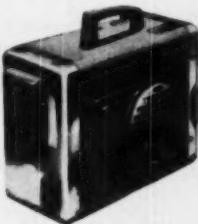
NO OTHER SINGLE UNIT OFFERS ALL THESE COMFORT-CONDITIONING ADVANTAGES

### MIMARVEL

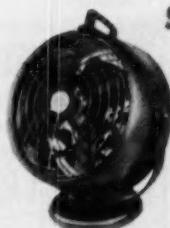
#### 3-heat Hair Dryer

Produces two intensities of heat—plus cool air. Mimarvel is glamorous and unique. Can also be used as a heater, a cooling fan or a jiffy breeze-dryer for lingerie, stockings or nail enamel.

**LIST PRICE \$14.95\***



### STARFLECTOR



Provides fan-blown hot air, cool air and radiant heat. Coils glow to form a picture-que star when unit is used as a heater. Sells on sight.

**LIST PRICE \$24.95\***

\*Prices Slightly Higher In The West

MIMAR PRODUCTS ARE BUILT FOR SALES—THEY GIVE THE BUYING PUBLIC WHAT IT WANTS—MORE QUALITY FOR LESS MONEY—THEY'RE PRICED WAY DOWN FOR THE MASS MARKET MILLIONS.

**MIMAR PRODUCTS, INC., Myrtle Ave. & Spencer St., Brooklyn 5, N.Y.**

Branches: El Monte, Calif. • Chicago, Ill.  
Distributed through jobbers only. Contact Mimar Today!

# THEY'RE WORKING FOR YOU!

Every time one of these Journal advertisers delivers merchandise to your back door, he delivers customers through your front door! How? Through customer-making advertising in the magazine that is bought by more women than any other magazine in the world.

LADIES' HOME JOURNAL

## FROM AUGUST, 1949, TO JULY, 1950, YOUR BRAND HEADLINERS WERE

Arvin Automatic Toaster and Electrical Appliances	Federal Enameled Ware	Johnson's Waxes and Wax Electric Polisher	Norge Gas Range	Universal Coffeematic
Arvin Ironing Tables	Frigidaire Automatic Washers	KitchenAid Mixer and KitchenAid Electric Coffee Mill	Norge Refrigerator	Universal Electric Blanket
Arvin Lactic Cook	Frigidaire Electric Range	KitchenAids	Norge Washer	Universal Stroke-Sav.r Iron
Arvin Portable Electric Heaters	Frigidaire Refrigerators	K-M Liquidizer & K-M Products	NuTone Door Chimes	Universal Toaster
Arvin Toaster and Lazy Susan	G-E Automatic Toaster	K-M Pop-Up Toaster and Electrical Appliances	Perfection Electric Ranges	Verplex Lamps and Shades
Cadillac Vacuum Cleaners	G-E Refrigerator & Home Freezer	K-M Pop-Up Toaster and Waffle Baker	Philco Refrigerator	Wear-Ever Aluminum Cooking Utensils
Caloric Gas Ranges	G-E Refrigerator and Refrigerator-Freezer Combination	L & H Lectro-Host Electric Range	Philco Refrigerator and Electric Range	Wear-Ever Aluminum Pressure Cooker
Casco Steam & Dry Iron and Casco Electric Heating Pad	G-E Refrigerators	L & H Lectro-Host Home Freezers	Presto Cookers	West Bend Aluminum Gifts for the Home
Club Coffeeware	G-E Triple-Whip Mixer	L & H Lectro-Host Refrigerator	Presto Vapor-Steam Iron	West Bend Electric Percolator
Cory Coffee Brewer	Gibson Electric Range	Lewyt Vacuum Cleaner	Proctor Household Servants	Westinghouse Frost-Free Refrigerators
Crane Bathroom Fixtures	Gibson Electric Ranges and Refrigerators	Magic Chef Gas Ranges	Revere Ware	Westinghouse Home Appliances
Crane Sinks and Cabinets	Gibson's Refrigerators	Maytag Washers	Rid-Jid Ironing Tables and Ladders	Westinghouse Light Bulbs
Crosley Electric Range	Gilbert Food Fixer	Maytag Washers and Gas Range	Rival Products	Westinghouse Refrigerators
Crosley Electric Water Heaters	Gilbert Whirl Beater	Met-L-Top Ironing Table	Royal Vacuum Cleaner	Whirlpool Automatic Dryer
Crosley Freezer	Haeger Lamps and Pottery	Mirro-Matic Electric Percolator	St. Charles Kitchens	Whirlpool Automatic Washer
Davis Ironing Cord	Hamilton Beach Mixer and Mixette	Mirro-Matic Pressure Cooker	Sunbeam Coffeemaster	White Sewing Machine
Deepfreeze Refrigerators	Hardwick Gas Range	Mirror Aluminum Utensils	Sunbeam Ironmaster	Youngstown Kitchens
Dexter Twin Tub and Single Tub Washers	Hoover Cleaners	Monitor Aerator Washer	Sunbeam Mixmaster	Zenith Clock-Radio
Dietz "Pioneer" Electric Lantern	Hoover Iron	Motorola Portable Radio	Tappan Gas Ranges	Zenith Radio-Phonograph
Doray Defrostor	Hotpoint Automatic Dishwasher	Motorola Table Radio	Toastmaster Hospitality Set	Zenith Radio-Phonograph-Television and Radios
Easy Spindrier	Hotpoint Electric Ranges	Motorola Television-Radio-Phonograph	Toastmaster Pop-Up Toaster	Zenith Television and Radios
Electre Steem Room Humidifier	Hotpoint Refrigerators	Necchi Sewing Machines	Toastmaster Toaster and Hospitality Set	Zenith TV Radio-Phonographs, Television Consoles and Radios
Electre Steem Vaporizer	International Harvester	Nesco Electric Roaster and Kitchen Utensils and Containers	Toastwell Electric Toaster	
Farberware Stainless Steel Cooking Ware	Refrigerators	Tracy Customized Kitchens	Tracy Customized Kitchens	

Of 72,012 women shoppers interviewed in 642 retail stores of all kinds, nearly half—47.2%—reported they read

LADIES' HOME

JOURNAL

Largest newsstand sale of ANY magazine, weekly or monthly

*Make it a MUST to visit the*



# DORMEYER SHOW OF SHOWS!

**SEE THE  
3  
GREAT  
NEW  
SALES  
MAKERS**



**NOW  
ADDED  
TO  
DORMEYER'S  
FAMOUS  
MIXER  
LINE**

Dormeyer is backed by the greatest advertising and promotion push in history. Consistent 4-color ads in LIFE, POST, BETTER HOMES AND GARDENS; network radio advertising; major market newspapers; and TV broadcasts; all combine to build terrific acceptance for Dormeyer's famous products. *Plus all the dynamite you need at the focal level. FREE ADVERTISING, DISPLAY AND PROMOTION KIT to help you make more Dormeyer sales. Write for yours today.*



Dormeyer's latest and finest contribution blending and cooking and kitchen efficiency. Saves work, money, food on hundreds of jobs. Sure to be a profitable best seller. Dormeyer Blender Model 5900. \$21.95.



Dormeyer's sensational new sales-maker. Larger—it serves six full portions. Automatic electric deep frying at its finest. Winning tremendous popularity. See it at the show. Dormeyer Fri-Well Model 5800. \$24.95.

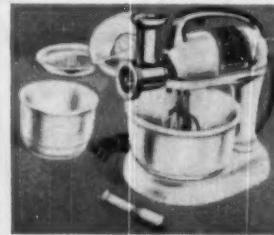


The nation's newest and best automatic toaster. Does all toasting jobs—exactly to taste. Automatic "pop-up," automatic re-warming. Sales making design. Dormeyer Toastmaker Model 6500. \$19.95.†

## DORMEYER LEADS THE WAY TO VAST NEW MARKETS WITH THE MOST WANTED APPLIANCES

Dormeyer surges ahead with the addition of three sensational new sales makers to four famous favorites in the mixer line, giving dealers a dynamic new front line of sales attack for '50. The Dormeyer Fri-Well, the Dormeyer

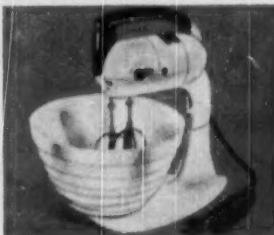
Toaster, and now the new Dormeyer Blender are the talk of the trade. See them at the show and see for yourself how Dormeyer is continually moving forward with you into new and profitable markets.



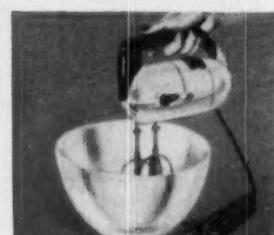
Dormeyer's finest with automatic motor control. Includes electric grinder at no extra cost. Grinder, juicer, mixer. Complete Food-Fixer Model 4200. \$39.95. \*



Dormeyer's record breaker for volume sales. Electric grinder at no extra cost. Grinder, juicer, mixer, all at one low price. Complete Mealmaker Model 5000. \$31.95. \*



Dormeyer's mixer for budget minded families. Low cost, big mixer performance. Includes stand and all-purpose bowl. Complete Budgeteer Model 4900. \$19.95.†



Dormeyer's model for apartments and small homes. Full size, full power, portable. "Makes every pot and pan a mixing bowl." New 'Dormey' Model 4900. \$14.95.†

**POWERED BY MORE  
DORMEYER PROMOTIONAL  
DYNAMITE**



\*Denver and West, add \$1.00

†Denver and West, add 50c



# DORMEYER

**The BUY-WORD in Appliances**

DORMEYER CORPORATION • 4300 NORTH KILPATRICK AVENUE • CHICAGO 41, ILLINOIS



**WATCH  
NESCO  
FOR PROGRESS!**



**SELL  
NESCO  
FOR PROFITS!**

Come See Us at Booths No. 229-231-233-235  
at the Housewares Show at Atlantic City July 10 to 14!

**NATIONAL ENAMELING AND STAMPING COMPANY**

270 North 12th Street, Milwaukee 1, Wisconsin

Sales Offices: 1430 Candler Bldg., Atlanta • 1166 Merchandise Mart, Chicago • 200 Fifth Ave., New York  
Western Merchandise Mart, San Francisco • 901 Ambassador Bldg., St. Louis

You'll make more money with  
**Preway**  
 the  
 oil burning circulator that  
 puts the heat on sales

A parlor powerhouse — you'll find that phrase best describes Preway space heaters, the oil-burning circulators that outperform all others in the industry. That's strong language, but it's factual — and it's facts, demonstrable facts, that turn sales your way.

From this approach — alert engineering — look at Preway's patent-applied for Air-Activated Burner with Thermo-Zone Burner Ring, Preway's exclusive Heat Miser, Preway's Weather Wizard forced air blower — sales gold that you can easily convert into business profits. Each one of these features leads the industry, beats the best that others offer — and you can show your customers the reasons why.

With all of this, plus a price that competition must meet, the Preway line gives you a golden opportunity to put the heat on the booming space heater business in your town. Get behind this fast-moving line — made by the fastest-growing company in the space heater field — one of the big three. Write today for full information.

**PRENTISS WABERS PRODUCTS CO.**  
 9750 SECOND STREET, N., WISCONSIN RAPIDS, WIS.



# Why did Hunter's use a LIFE promotion for the grand opening of their new branch?



**One of the fastest growing towns** in New Jersey is Union. And in Union, Hunter & Co. (above) is one of the fastest growing stores. Always looking for a chance to get extra recognition, and extra volume, this

enterprising store welcomed the selling excitement of a LIFE promotion. It was such a big success, that they launched the grand opening of their new store in Westfield with another promotion a few weeks later!



**Enthusiastic over the results** of the first promotion in the Union store, Charles Minogue, sales manager, said, "Our business in February is more than double for the same period last year! The LIFE promotion is an exciting way to spotlight our national brands! We opened our new branch in Westfield with a LIFE promotion to establish from the very first the quality and reliability of the brands we carry."



"**Practically every customer commented** on the attractive displays. Naturally, the more favorably customers are impressed, the better chance we have of selling them," said Marion Minogue, advertising manager. Catherine Pollard, Hunter's home economist for 15 years, had this to say, "The promotion attracted a lot of attention. Customers said 'Yes! I've seen that advertised in LIFE!'"

**You'll Find It at HUNTER'S**

**FRIGI**  
**Automa**

• WITH LIFE.  
• WITH RADI

You see it in LIFE, in Hunter's. And we're a automatic washer, here

**HUNTER**  
1032 STOVES  
UNION

**\$29**

**New ZENITH**  
**GIANT PICTURE**  
**Black-Tube**  
TELEVISION

Compare any television with Zenith's features!

- Has built-in Picture管式 aerial
- Has Glare-free "Maze" tubes
- Has full-circle planar screen
- Has one knob automatic tuning
- All pre-tuned: pre-adjusted

LOW DOWN PAYMENT . . . EAST TERMS  
Open Monday and Friday Nights 'till 9

**HUNTER & CO.** INC., Union  
1032 Stayman Avenue  
UNionville 2-9666

**Marion Minogue** tied up the promotion with interesting, effective publicity and advertising in the local newspaper.

Results of the LIFE promotion in the new Westfield store were just as good. Immediately, the LIFE promotion helped establish the fact that the new store carried the better brands of nationally advertised merchandise. The very favorable community reaction was evidenced by the many, many new friends the Westfield store made opening day!

## For more volume with less effort—feature these LIFE-advertised items!

### MAJOR APPLIANCES

- July 3 Philco Refrigerator—page  
July 10 Admiral Refrigerator—page, c.  
Kelvinator Electric Range—  
page, color  
July 17 Frigidaire Appliances—spread, c.  
Norge Refrigerator—page, color  
G-E Dishwasher—page  
July 24 Hotpoint Appliances—spread, c.  
International Harvester  
Refrigerator—page, color  
July 31 Frigidaire Appliances—page, c.

### SILVERWARE

- July 17 1881 Rogers Silverplate—1/4 page  
July 24 Reed and Barton Sterling Silverware—1/2 page, color

### RADIOS, TV AND INSTRUMENTS

- July 3 Philco Radio & TV—page  
July 17 G-E Clock-Radio—1/2 page  
Lester Piano—1/2 page  
July 24 RCA Victor Home Instruments  
—page

### JEWELRY, CLOCKS AND WATCHES

- July 17 De Beers Diamonds—page, color  
Westclox—1/4 page

### CAMERAS AND OPTICAL GOODS

- July 3 Sight Savers—1/4 page  
Solaray Sun Glasses—28 lines  
July 10 Anso Color Film—page, color  
Eastman Kodak Movie Camera—  
page, color  
Houze Sun Glass Lenses—1/4 page  
July 17 Sight Savers—1/4 page  
Polaroid Land Camera—190 lines  
July 24 Eastman Kodak Camera—page, c.  
Anso Film—1/2 page  
Houze Sun Glass Lenses—1/4 page

### SMALLER APPLIANCES AND HOUSEWARES

- July 3 Dixie Cup—page  
G-E Sandwich Grill—Waffle Iron  
—1/2 page  
6-12 Insect Repellent—1/4 page  
July 10 Clorox—1/2 page  
Coughlan De Moist—1/4 page  
Di-Chloride—1/4 page  
Knox-Out Insecticide—42 lines  
July 17 Sunbeam Appliances—1/2 page, c.  
G-E Toaster—1/2 page  
Krispy Kan—1/4 page  
Sunbeam Hedge Trimmer—1/4 page  
6-12 Insect Repellent—1/4 page  
July 24 Owens-Corning Fiberglas—page  
Coughlan De Moist—1/4 page  
Knox-Out Insecticide—42 lines

### SMOKING REQUISITES

- July 3 Edgeworth Pipe Tobacco and  
Pouch—1/4 page  
Ronson Flints and Lighter—1/4 page  
July 10 Ronson Lighter—1/2 page  
July 17 Edgeworth Pipe Tobacco and  
Pouch—1/4 page  
July 24 Edgeworth Pipe Tobacco and  
Pouch—1/4 page  
Ronson Plastikit—1/4 page  
July 31 Ronson Accessories—14 lines

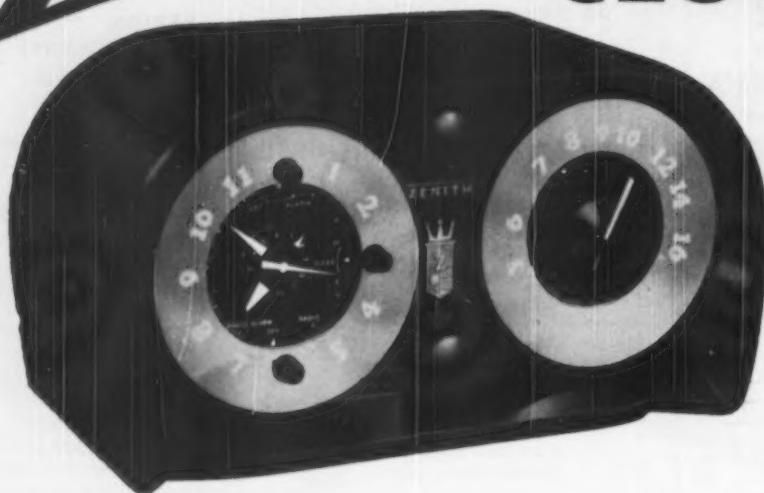
### STATIONERY REQUISITES

- July 3 Doeple Model Toys—1/4 page  
July 17 Scotch Tape—page, color

# LIFE

First in readers  
First in circulation  
First in advertising

# **NOW is the time to cash in on ZENITH'S sensational CLOCK RADIO**



**this exciting new beauty is a  
SELLING SENSATION!**

This ingenious new Zenith Clock-Radio is creating more excitement, curiosity and comment than any product you'll see in many a season! And for good reasons, too! There's no end to its uses—in kitchen, bedroom—in any room, it serves in dozens of ways to make living easier and more enjoyable. Provides superb AM listening . . . tells time, even in the dark . . . sings you to sleep . . . wakes you up . . . operates small appliances. Dealer after dealer reports unprecedented demand! Get Zenith's Clock-Radio and get new profits! Your Zenith Distributor has all the details.

## **A Display that RINGS THE BELL!**



Shows the Clock-Radio—a few of the many things it will do. Colorful, eye-catching—a sure-fire sales-maker. Available now in limited quantities. Order from your Distributor today. No. R-013.

A FINE RADIO  
A HANDSOME CLOCK  
A DEPENDABLE ALARM



Sings them to sleep



Wakes them gently



Operates kitchen appliances



Acts as a reminder



Plays superbly—Tells time!



**ZENITH RADIO CORPORATION**  
6001 DICKENS AVENUE • CHICAGO 39, ILLINOIS



## BLACKSTONE NEEDS ONLY 6 LINEAL FEET FOR A COMPLETE HOME LAUNDRY

● Blackstone dealers have a unique sales opportunity in the Combination Laundry. When one of its three integrated units is sold individually, the dealer has a "priority" on the sale of two more appliances. The ability to install Automatic Washers, Dryer and Ironer *snugly* to one another, and to walls, counters and other appliances, has been accomplished only in the Blackstone design. In new and remodeled homes, Blackstone dealers have an unparalleled opportunity for the sale of three high-profit appliances. Investigate the overall profit opportunity in the Blackstone Line.

BLACKSTONE CORPORATION, JAMESTOWN, N. Y.



**SELL THE PROFIT LINE**





Trage Bros. Appliance Co., 7442 W. Madison St., Forest Park, Illinois.

## They turned experience into a formula for success

**The Trage Brothers do over  
\$450,000 a year in appliances  
because they still use selling methods  
learned in the depression.**

"**S**INCERITY is the secret of selling." That's the philosophy that built an appliance volume of almost half a million dollars last year for Fred and Ed Trage, proprietors of Trage Bros. Appliance Co., 7442 W. Madison St., in Forest Park, Illinois.

Forced to close their trucking business in the early thirties, they entered the selling field when business was at rock bottom and every sale was highly competitive. Today, conducting an operation that has outgrown its quarters three times in five years, they will tell you that they "just never learned to sell any other way."

How they parlayed a depression-born philosophy into one of Chicagoland's fastest growing appliance businesses is a story that highlights the opportunities that are open to other retailers.

In 1928, when Fred and Ed Trage finished

school, they decided to go into business together. The trucking business, booming at the time, seemed a good way to start. So they bought a truck and set up an office at 7400 W. Harrison St., in Forest Park. Alternating as truck driver and office manager, the brothers enjoyed a good income in their first venture.

"We had spent most of our lives in this area," said Fred, "and being well known helped us get a fast start. But a short time later, the depression dropped in our laps and trucking jobs became hard to find. When we finally were forced to close, we turned to a related line—automobile service and accessory sales."

### A big selling job

The partners faced the problem of setting up



in a new line while established firms all over Chicago were being forced to close. "It was a big selling job," said Ed, "and selling was a new field to us."

"It was soon clear, however, that when money is scarce, people trade where their own interests are served best. Fred and I figured our best chance was to treat every customer like our first one. We just forgot about hours and everything else except the customers' problems."

"You might say we picked a poor time to learn to sell, but I think that's one reason we've been fortunate ever since. Times have changed, but people are pretty much the same. So we still sell by the same rules."

### Expansion comes swiftly

With their automobile business showing gains, Fred and Ed took on a few radios and small appliances to bring in traffic. So successful was this department that in 1943, they decided to go into the appliance business exclusively as soon as they could find a better traffic location. Meanwhile, they worked to get more appliance franchises.

By 1945, they were ready to act. Leasing out their automobile business, they moved

(Advertisement)

into a small store at 7449½ W. Madison, in the heart of Forest Park's business district, and Trage Bros. Appliance Co. was born.

Within a year their patience in obtaining merchandise was rewarded. In fact, the floor space in the small store was insufficient to handle the increased sales and incoming stock. In 1946, they moved across the street to larger quarters at their present location.

At the end of another year, the Trage brothers found it necessary to build an addition to this store which more than doubled its size. Now plans have been completed for another addition to be built this year, bringing the total floor space to well over 5,200 square feet—almost six times the space they needed five years ago.

Considering the growth of the business, Fred will tell you, "We're plenty pleased about it—sure—but we're even more pleased that it's been an even, sound growth. We don't want a lopsided business that will fold up when some fad dies out. So when one of our lines begins to slow down, we find out why.

#### They maintain balance

"Take television. Right now it's the biggest thing in the business—but for how long? We think it will eventually become a 'radio' business—that is, it will taper off to a volume about like radio produces today. By keeping a well-balanced operation, we'll be ready when that happens."

Trage Bros. was one of the first retail television outlets in the Chicago area. "Although television was hard to sell back in 1946," reports Ed, "our pioneering is paying off now. Many of our old customers have sold their friends on us without realizing it.

"Even though TV is still new item, a big replacement market is already beginning to appear. People who bought their first sets with small screens are now replacing them with bigger sets."

To encourage replacement sales, the Trage brothers accept trade-ins. Sales of white lines are also promoted in this way. "Trade-ins do more than help us close sales," said Fred. "They serve the customer's interest, and that's the foundation of our sales policy."

Essential also to this policy is a wide-awake service department, ready to give prompt, skilled service on any item sold by the store.

#### Good will turns to profit

Few selling chances pass unnoticed by the Trage brothers. When an item wanted by a customer is not immediately available, they sometimes substitute another brand in the customer's home until it can be replaced. "This is a good sale-saver," said Ed, "and an effective builder of goodwill. Little things like this count up over a period of time.

"A personal recommendation carries a lot of weight, and we don't hesitate to point out the features that are lacking in certain brands as well as the good points. No amount of explanation, though, can beat a demonstration. That's why we have put in the facilities for demonstrating every item in the store. Every TV set is ready to turn on, and even the gas stoves are hooked up and ready for use in our cooking demonstrations."

The brothers have proved the effectiveness of another kind of demonstration by offering free home trials of gas refrigerators and clothes dryers. Ed says that an impor-

tant part of these free trials is to be prompt and cheerful when the prospect asks to have the appliance taken back to the store at the end of the trial period. "A little extra courtesy creates the kind of goodwill that money can't buy," he said.

#### Selective Area advertising best

As you might suspect, prepromotion ideas have played a major role in building Trage Bros. volume from \$78,000 to over \$450,000 in five years. The store annually sponsors a local contest in cooperation with a nearby theater. Prizes amounting to \$500 in appliances are distributed just before Christmas. The partners say that local interest thus aroused makes the contests pay off.

"Outside salesmen helped us break down early customer resistance to television," said Fred. "We put on demonstrations in the homes then, but it's not necessary today. Our advertising does the job now, and at a lower cost, too."

Ed is convinced that "you can be the best store manager in the world, but if you don't advertise, you set a limit on your potential. It's like keeping a car in perfect shape and not putting any gasoline in it."

Carefully studying the results of their advertising investments, they attempt to weed out the less effective media. "We're in the local papers regularly," reported Fred, "and our ads produce a good return for the size of the investment. We put the biggest share of our promotion money, however, into Selective Area campaigns in the Chicago Tribune. The coverage, size and content of these ads, and the low cost make them the best advertising buy that we've found.

#### Costs trivial compared to results

"The test of advertising, of course, is dollars and cents results. With this kind of advertising, results can be hard to measure, but we have a system that gives us a pretty good sampling. In addition to our Forest Park telephone, we have a Chicago number. When we advertise in the Tribune, we only list the Chicago number. Though that phone is rarely used any other time, it will ring almost constantly the day after one of our Selective Area ads runs."

"In the past two years, we've participated

"A personal recommendation carries a lot of weight." Fred Trage (right) discusses an appliance with a customer in the white goods department.



(Advertisement)

in about fifty Selective Area ads, mostly full page size. The ads not only reach the neighborhood people we're most likely to sell, but so many more in addition that they do a lot to broaden our trading zone.

"The plan enables us to maintain a powerful schedule of ads at costs that are trivial when compared with results. We've participated in every Selective Area campaign that's been offered us, and in the interest of our future, we intend to continue doing so."

\* \* \*

**MANUFACTURERS:** Your dealers sell your product with greater enthusiasm and feature it more prominently in their stores when your advertising is geared to demonstrate its effectiveness at the retail level.

*Like the Trage brothers, more than half of the 2,013 appliance dealers in Chicago and suburbs have participated in Selective Area advertising campaigns. Under this plan, they get retail-store-type copy over their own names in Chicago's No. 1 medium, reaching the prospects who can best trade with each outlet. The cost to the dealer is as low as one per cent of card rates. Yet the entire program is factory-controlled and agency-placed.*

*Evidence that it fits the needs of dealer, distributor and manufacturer can be found in the fact that already more than \$1,000,000 has been spent under the plan in the appliance field alone.*

*Resolve now to find out how this plan can help you build the consumer franchise you want in the rich Chicago market. Your nearest Chicago Tribune representative will welcome the opportunity to give you complete information.*

## Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER.

FOR GREATER SALES IN CHICAGO,  
ADVERTISE IN THE CHICAGO TRIBUNE

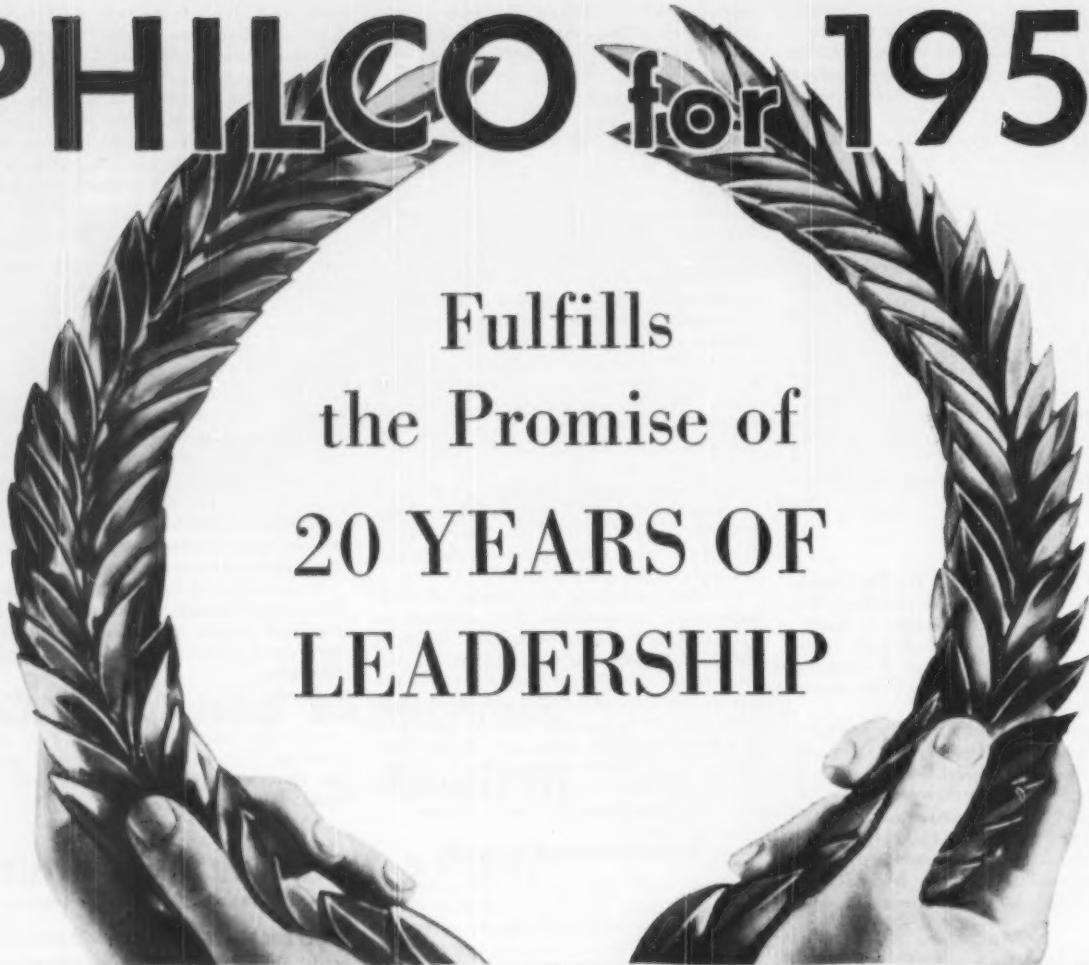
#### CHICAGO TRIBUNE REPRESENTATIVES

A. W. Dreier, 1331 Tribune Tower, Chicago 11  
E. P. Strubbecker, 220 E. 42nd St., New York City 17  
W. E. Bates, Penobscot Bldg., Detroit 26  
Fitzpatrick & Chamberlin, 155 Montgomery St., San Francisco 4  
also, 1127 Wilshire Blvd., Los Angeles 17

MEMBER, FIRST 5 MARKETS GROUP AND

METROPOLITAN SUNDAY NEWSPAPERS, INC.

# PHILCO for 1951



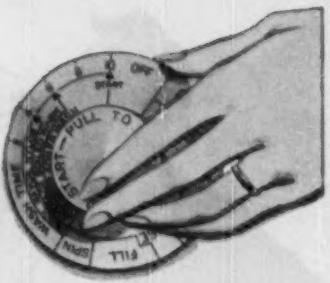
Fulfills  
the Promise of  
**20 YEARS OF  
LEADERSHIP**

**In Television** with the line that gives a new beginning, sets a new pattern of progress for the industry. Nothing like it has ever been seen in performance, picture quality, cabinet design and value. Yes, it's a sensational triumph of Philco engineering and merchandising leadership that brings *new millions of buyers into the quality television market OVERNIGHT.*

**In Radio** with a full line, a complete line that no other manufacturer today can even approach. It's solid from top to bottom with a full range of table models, portables, clock radios and AM-FM sets... with table phonographs and radio-phonograph combinations to suit every preference, to match every purse. Yes, the line of the Leader with the look of the Leader!

**Get the Full Story from your Philco Distributor of the  
Sensational Philco Television, Radio and  
Radio-Phonograph Lines for 1951**

# Now! A Wonderful New Frigidaire Automatic Washer with Time-Saving Select-O-Dial!



The only automatic washer with all-porcelain rust-proof finish inside and out

New Frigidaire  
Automatic  
Clothes Dryer!



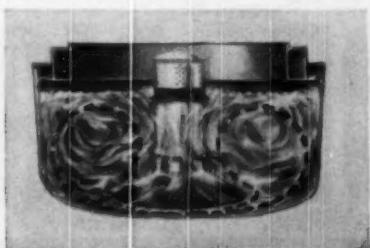
New Frigidaire  
Electric  
Ironer!



**Rapidry-Spinning** is DIFFERENT. This washer spins far faster than most automatic washers, really gets the water out of clothes. Result—many things are dry enough to iron immediately and everything's lighter, easier for you to lift and handle.



**Live-Water washing** is DIFFERENT—and the secret is the Frigidaire Pulsator. Its short, fast, up-and-down strokes send tides of hot suds surging through and through your clothes—get things *really* clean and bright, yet do it gently!



**SET IT ONCE!** Sensational new electrical control lets you pre-select right washing times, even for woolens, rayons, Nylons—no hand-controlling! Automatically fills washer—controls rinsing, drying—even cleans and shuts off washer!

**You can't match** the brand new Frigidaire Automatic Washer for *really* easy, completely automatic washing—even of special fabrics which require hand-controlling in most automatic washers. You simply dial the recommended washing time—it's marked right on the Select-O-Dial—and the washer does the rest in as little as 24 minutes! No waiting for the tub to fill before adding soap—no need to return till your washing's done. What could be easier!

**Watch Frigidaire's Live-Water Washing**—see why there's nothing like it for getting clothes *clean*. Watch the surging, penetrating currents of hot, sudsy water that produce all the washing motion—with no pulling or yanking. See how your things are always completely submerged in water—not half in, half out. Note that *clean* water is used for each wash and both deep-water rinses! You use as little as 12 gallons of hot water—and none is wasted!

**See the smart styling** by Raymond Loewy! Look at the new back panel that fits flush against the wall—puts controls in easy reach, away from water. Notice the new neon signal light. And remember—this is the only automatic washer that's all-porcelain inside and out!

**New quietness, new smoothness.** Thanks to Frigidaire's new direct-drive Unimatic Mechanism and new Free-Floating Tub, this washer is so vibration-free you can stand a coin on edge on the washer while the washer is running. No bolting down!

**See a Proof-of-Value demonstration** at your Frigidaire Dealer's—look for his name in Classified Phone Directory. Also find out about the new Frigidaire Automatic Dryer and Electric Ironer! Or write Frigidaire Division of General Motors, Dayton 1, Ohio.

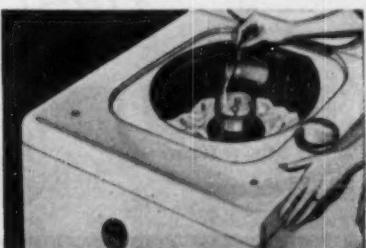


This emblem on a Frigidaire Automatic Washer is your assurance of the same measure of convenience, economy, dependability and beauty that made the Frigidaire Refrigerator America's No. 1 Refrigerator.

**You can't match the New  
FRIGIDAIRE  
Automatic Washer**

Automatic Washer • Automatic Clothes Dryer • Electric Dehumidifier  
Food Freezers • Electric Ironer • Electric Ranges • Air Conditioners  
Electric Water Heaters • Refrigerators • Kitchen Cabinets and Sinks

**New Underwater Suds Distributor** is DIFFERENT! Automatically makes good soap or detergent even more effective—turns it all into bubbly, hard-working suds before it ever touches your clothes! Never leaves a spot or stain!





RIDE THE **TOP**  
PROFIT LINE

# COROAIRE

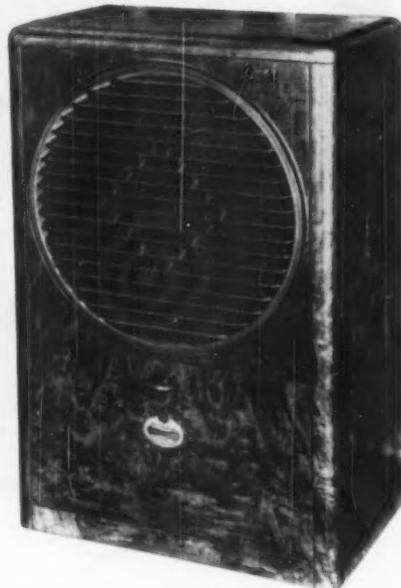
THE MAJOR APPLIANCE WITH THE MAJOR  
EXPANDING MARKET

**EXTRA PROFITS—  
NO INCREASED  
OVERHEAD**

Postwar development — different — revolutionary principle • Spectacular—patented, exclusive Venturi Tube • Packaged — complete home heating appliance • Size of console radio—priced less than home refrigerator • Heats for cost of electric light bill—all gases including L.P. • Market unlimited—homes new and old, apartments, shops, offices, restaurants, business places of all types • Sells year 'round—No repossession — No trade-ins • Tens of thousands sold since the war by major household appliance distributors and dealers • Installation simple—trouble-free service.

WRITE NOW for complete merchandising plan—Large profits for alert merchandisers.

THE COROAIRE HEATER CORPORATION  
1422 Euclid Ave. • Cleveland 15, Ohio

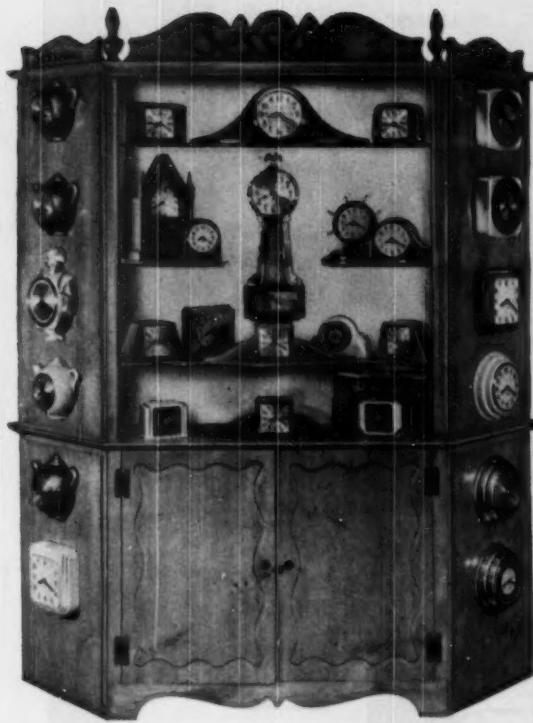


FIRST in the Industry

# COROAIRE

# NOW

The most  
amazing offer  
ever made  
to the retail  
clock trade



## SESSIONS SUPER-MARKETER

Here's a "live" display that gets attention with light and sound, and sells clocks galore.

One central plug-in gives soft illumination to clocks—operates the banjo and Westminster Chime models—with authentic Westminster Chimes every quarter hour. Customers just naturally stop, listen, look and buy!

This Sessions "Super-Marketer" is in the form of a richly traditional New England corner cupboard, built by skilled cabinet makers from beau-

tiful knotty pine in smooth natural finish, complete with hardware.

Mail the coupon today, and let us give you complete information on how you can get this magnificent "Super-Marketer" on a big, profit-making deal . . . with a no-risk, free-trial, money-back guarantee!

► Customers will stop, listen, look . . . and buy when Westminster Chimes strike, melodiously.



*Sessions*  
"NOT EVEN A PUPPY!"  
*Clocks*



SELF-STARTING • ELECTRIC

THE SESSIONS CLOCK COMPANY, FORESTVILLE, CONNECTICUT  
In Chicago: The Merchandise Mart Plaza; In San Francisco: Western Merchandise Mart; In Canada: Northern Electric Co., Ltd., Montreal, P. Q.

### MAIL THIS COUPON TODAY!

The Sessions Clock Company  
Forestville, Connecticut

Please send me all the details, without obligation, on your Sessions Clock Cupboard "Super-Marketer" deal. I understand this to be the equivalent of a handsome free cupboard display, combined with a profitable deal in clocks.

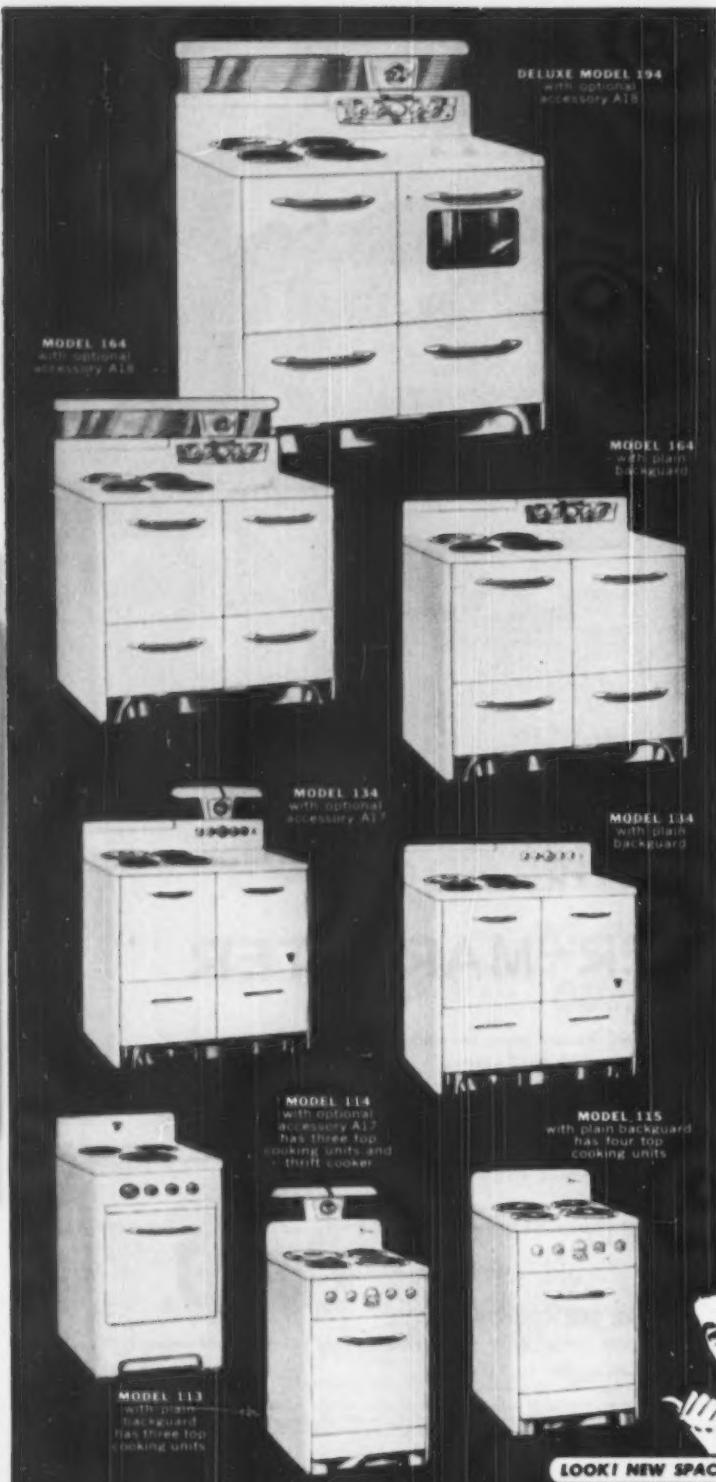
Name \_\_\_\_\_

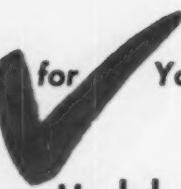
Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

My Jobber's Name Is \_\_\_\_\_

Jobber's Address \_\_\_\_\_



Check for  Yourself!

Every Model in this  
complete line of

## FLORENCE ELECTRIC RANGES

— is priced  
to reach customers in  
every income bracket

AND gives you a good  
margin—the profit  
you need today!

FROM "luxury trade" to "budget shopper"—there's a Florence Electric Range to suit every buyer. All along the line you'll make sales faster... thanks to Florence features and accessories... plus hard-hitting national and local advertising campaigns that speak your customers' language... pre-selling them on Florence.

What's more, every Florence Range offers you a wider margin—a longer profit. More and more retailers are finding the better profit they make with Florence is exactly what's needed to contend with steadily increasing operating costs. If your profit isn't all it should be, why not get the complete Florence story now.

Distributorships on Florence Electric Ranges are available in some areas. For further information, write Florence Stove Company, Gardner, Mass.

LEADING IN VALUE FOR 76 YEARS

**Florence**  
RANGES AND HEATERS

GAS RANGES — LP-GAS RANGES — ELECTRIC RANGES — OIL RANGES  
DUAL-OVEN Combination RANGES — OIL HEATERS — GAS HEATERS

FLORENCE STOVE COMPANY . . . General Sales Offices and Plant: Gardner, Massachusetts. Mid-Western Plant: Kankakee, Illinois. Southern Plant: Lewisburg, Tennessee. Other Sales Offices: 1 Park Avenue, New York; 1452A Merchandise Mart, Chicago; 419 Western Merchandise Mart, San Francisco; 53 Alabama Street, S. W., Atlanta; 301 North Market Street, Dallas.

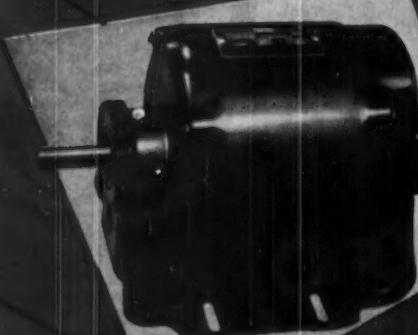
# DELCO PREFERRED

FOR QUALITY MOTORS  
FLEXIBLE SUPPLY

## THERE IS A DELCO MOTOR FOR:

Refrigerators  
Washing machines  
Dryers  
Furnace blowers  
Oil burners  
Crockers  
Water pumps  
Gasoline pumps

Compressors  
Home work shops  
Farm (milking)  
Dishwashers  
Wringers  
Office equipment  
Food grinders  
Separators



Appliances need good motors to give dependable service. Years of engineering and manufacturing experience have put top quality into Delco appliance motors.

But today, appliance manufacturers need even more than that. Fast changing markets often mean changes in motor specifications or delivery dates. Because Delco is organized to meet these requirements, manufacturers get what they want—when they want it—changes included.

That's why more and more spec sheets carry the note, "DELCO PREFERRED." Compact Delco Motors, designed to meet the specific torque and service requirements of the application, are built in sizes from  $\frac{1}{8}$  H.P. up.

✓ ✓ ✓

Why not get all the facts about Delco Motors? Contact your local motor distributor.

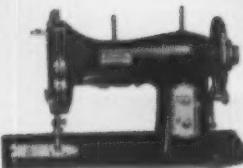
## DELCO MOTORS

DELCO PRODUCTS

Division of General Motors Corporation, Dayton, Ohio



SEE YOUR LOCAL MOTOR DISTRIBUTOR



**Central Electric Company**

EVERYTHING ELECTRICAL

Michigan's Most Progressive Electrical Store

19-21 Capital Ave., N.E.  
BATTLE CREEK, MICH.

May 16, 1950

Mr. E. R. Freling  
Domestic Sewing Machine Company  
Cleveland, Ohio

Dear Mr. Freling:

We have been handling Domestic Sewing Machines since 1948, but in December of 1949 we decided to give serious attention to developing this business.

In the six months we have carried, promoted, and dispensed from our complete line we have added, promoted, and dispensed month to our sales volume. This \$1,500.00 we consider all this business since it costs us practically nothing in view of the unusually high profit percentage.

Our salespeople enjoy selling Domestic Sewing Machines because they are so easy to demonstrate and close. They present practically no problem service wise.

National advertising, particularly the new Television Sewing School recently made the prospects into our store. We take advantage regularly of Domestic's co-op advertising, of course.

We intend to further exploit this profitable business and are even now laying plans for our own sewing school in the near future.

Cordially yours,

CENTRAL ELECTRIC COMPANY

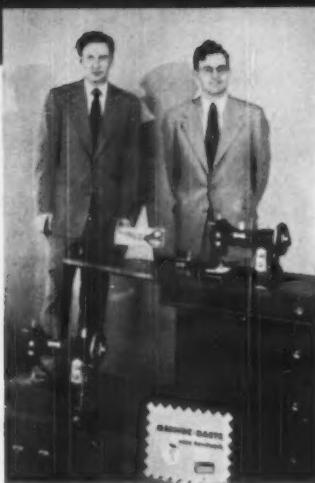
*W.W. White*  
W. W. White  
Managing Director.

Dealers Over 30 Years



Central Electric Company believes that a good display builds store traffic, leads to demonstrations and sales. Their sewing machine line is important . . . and gets important display space.

**"Domestic...  
easy to demonstrate  
and close"**



Spreading the Domestic slogan, "First with the Features for More than 80 Years", throughout the Battle Creek area, are Mr. W. "Bill" White, right, Managing Director of Central Electric Company, and Mr. L. "Bert" Seynders, left, Manager of the Sewing Machine Division.

If you can sell appliances, you can sell Domestic Sewing Machines. Thousands of dealers are doing it, successfully . . . without a big investment or large space requirements . . . or extra personnel.

For information on how you, too, can step up profits from Domestic's big ticket, big margin franchise, with national advertising, local promotion and a liberal co-operative advertising plan to support your efforts, see your Domestic Distributor or write Domestic Sewing Machine Co., Inc., Cleveland 1, Ohio.

# Domestic SEWMACHINES

FIRST WITH THE FEATURES FOR MORE THAN 80 YEARS

**SOLD AND SERVICED BY MORE DEALERS THAN ANY OTHER MAKE OF SEWING MACHINE**



● We give you an honor-bound, "hope-to-die" promise that we'll help you make money on "Toastmaster" Electric Water Heaters. This line has exclusive features, sure. But also it offers you selling aids that are equally responsible for making "Toastmaster" Water Heaters a good line to carry.

First, you cash in on the tremendous consumer acceptance of the "Toastmaster" name. No trademark in the appliance field is better known, more respected. That gives you *pre-sold* customers!

The "Toastmaster" Water Heaters you sell stay sold. They don't return to haunt you with service headaches that take a slice of your profits. So you enjoy extra income from store prestige. Satisfied customers come back. They're always prospects for many another item you handle.

Here, from a single trustworthy source, you get all the advantages of a full line. Actually, there are *three* lines . . . 29 models! A size to fit every need, a style to suit every taste, a price for every purse.

You get solid selling support in national advertising, counter folders, displays—in fact, everything you need to do a profitable, point-of-sale promotion job. All this, plus a free sales training program that *works*!

Product features? You have plenty of them with "Toastmaster" Water Heaters. Here are three highlights:

"LIFE-BELT" ELEMENT operates at gentle "black heat," is practically burn-out proof. Saves your customers money. Cuts service expense for you.

"IONODIC" SYSTEM prevents rust, stops corrosion. Internal tank protection that guards you against loss of customer good will.

TEN-YEAR WARRANTY covers the element as well as the tank. Builds customer confidence in the product...in your store...in you.

So team up with "Toastmaster"—the line that gives you a definite promise of profit. Clip, fill in, and mail the coupon today for full details on the "Toastmaster" Water Heater Franchise.



\*"TOASTMASTER," "Life-Belt," and "Ionodic" are trademarks of McGraw Electric Company, makers of "Toastmaster" Toasters, "Toastmaster" Electric Water Heaters, and other "Toastmaster" Products. Cogn. 1950, Clark Division, McGraw Electric Company, Chicago, Ill.



McGraw Electric Company, Clark Division  
5201 W. 65th St., Chicago 38, Ill.

Please send me full details on the profitable  
"Toastmaster" Water Heater Franchise.

Name . . . . .

Business . . . . .

Address . . . . .

City . . . . . Zone . . . . . State . . . . .



## Women Use the Companion ...and you can too!

**IMAGINE WHAT YOU CAN DO WITH THESE!** Two exciting articles in the July COMPANION that say, "Come on, make me into counter and window displays!"

- ✓ "Everything Including the Kitchen Sink"—here's electric streamlining at its very latest...a kitchen sink with dishwasher, disposal unit and other fine appliances all as modern as tomorrow and as desirable as a compliment!
- ✓ "Keep Cool"—pictures and descriptions of summertime coolers: fan and blower, single-room air-conditioning unit, ice cream freezer, liquidizer for cold drinks!
- ✓ And remember, it's always smart to highlight merchandise advertised in the COMPANION (listed at right).

Companion Times  
**COMPANION**

Average  
Circulation:  
More than  
4,000,000

### ALREADY PRE-SOLD FOR YOU!

Get a running start by spotlighting some of the merchandise advertised in the COMPANION. Check the Electrical Products you carry—then cash in on the COMPANION's No. 1 editorial boost!

Admiral Electric Range  
Airway Sanitizer  
Vacuum Cleaner  
Cadillac Vacuum  
Cleaner  
Domestic Sewmachines  
Frigidaire  
Frigidaire Automatic  
Washer  
General Electric Irons  
General Electric Steam  
& Dry Iron  
General Electric  
Washers & Ironers  
General Mills  
Automatic Toaster  
General Mills Home  
Appliances  
Hamilton Automatic  
Clothes Dryer  
Maytag Washers,  
Ironers, Ranges &  
Freezers  
Monitor Aerator  
Washer  
Necchi Sewing  
Machines  
Perfection Electric  
Range  
Philco Home Freezer  
Speed Queen Washers  
& Ironers  
Sunbeam Coffeemaster  
Sunbeam Mixmaster  
Universal Coffeematic  
Universal Select-a-  
Range  
Universal Stroke-Sav-r  
Iron  
Westinghouse Electric  
Range  
Westinghouse "Frost-  
Free" Refrigerator  
White Sewing Machines

# PROFITS make business go 'round



## Arvin's sensible prices speed turnover

Arvin gives you the extra discount you need to meet advancing costs—and you don't have to buy carload lots to get Arvin's Famous "40 Off"!

**SEE YOUR DISTRIBUTOR NOW!**

*Electric Housewares Division*

**ARVIN INDUSTRIES Inc., COLUMBUS, INDIANA**  
*Formerly Noblitt-Sparks Industries*

# To make 1950 a sure- new General Electric

*This proved display  
to put you in the  
blanket business!*

Specially designed by Heywood-Wakefield to sell G-E Automatic Blankets, this sparkling tubular chrome display will really put you in the blanket business.

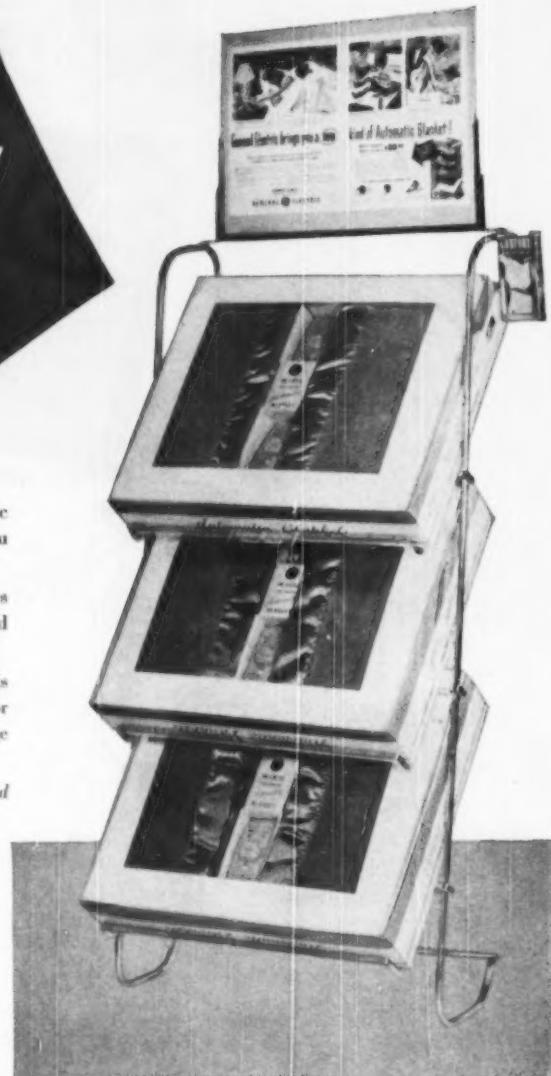
Because, as you know, too often blankets are hidden on shelves or behind counters where your customers don't see them . . . and don't *buy* them.

This beautiful new G-E Automatic Blanket display solves this problem for you. And the mounted reprint of a two-page, full-color LIFE ad on top of this display carries a powerful sales-message to your customers *right at the point of sale!*

This display has been tested in selected stores. It is a *proved* profit-builder!

## Sensational Offer!

Your G-E distributor will tell you how you can get this new G-E Automatic Blanket display. You will be delighted by the details of this offer. Ask him . . . *today!*



# selling year for the Automatic Blanket!



General Electric brings you a new kind of Automatic Blanket!

NEW G-E Automatic Blanket—on loan at \$39.95

READ WHAT COOPERATIVE ADVERTISING SAY

... the biggest advertising campaign in the industry!

To announce (and sell) General Electric's new kind of Automatic Blanket, you're getting the biggest national advertising campaign in the entire blanket industry!

For maximum consumer impact and sales-excitement, a two-page, full-color spread will appear in the October 2 issue of LIFE.

In addition, all during your peak selling season, full pages in full color will sell G-E Automatic Blankets with a "powerhouse" schedule in Collier's . . . Ladies' Home Journal . . . National Geographic . . . Sunset . . . Brides' Magazine and Modern Bride!

And be sure to ask your G-E distributor about the complete new Co-operative Advertising Program for Automatic Blankets. It gives you twice as much as ever before!

Over 1,000,000 G-E  
Automatic Blankets  
have been sold . . .

And we think you'll agree that the new display and the advertising campaign will help you well on your way to Million No. 2 in 1950! Appliance and Merchandise Dept., General Electric Company, Bridgeport 2, Connecticut.

Only General Electric offers a complete line of Standard and De Luxe Automatic Blankets. Double- and Twin-bed models with One control, plus the famous Two-control Double-bed model. Available in rose, blue, green, and cedar.



Approved by Underwriters' Laboratories, Inc.

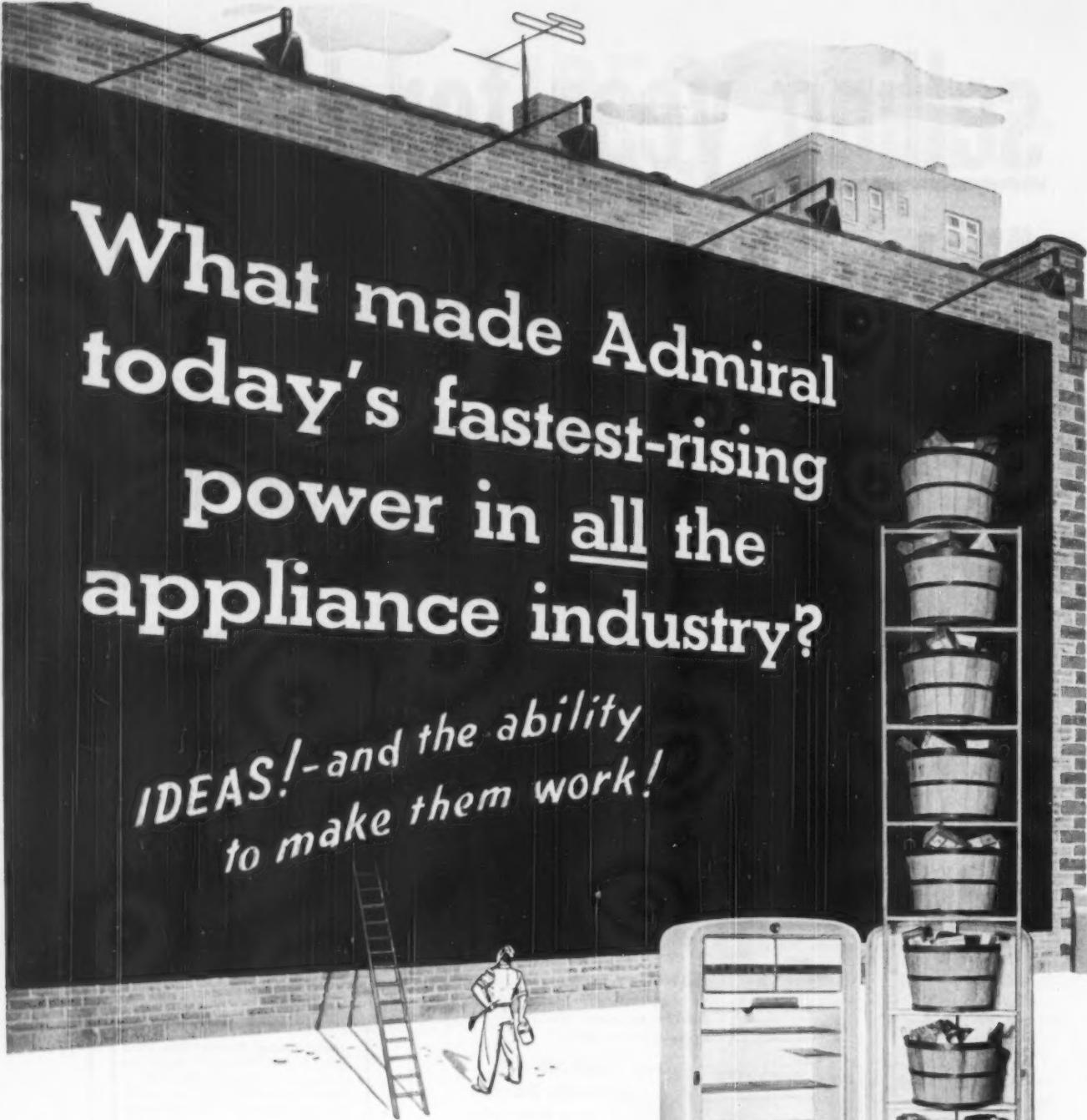
FIRST IN SLEEPING COMFORT

AUTOMATIC BLANKETS

GENERAL ELECTRIC

# What made Admiral today's fastest-rising power in all the appliance industry?

*IDEAS!-and the ability  
to make them work!*



**The Idea:** To build the world's most spacious home refrigerator, but keep it compact enough to fit in the average kitchen, economical enough to satisfy tight-fisted buyers.

**The Record:** "Can't be done!" said competitors! But not Admiral's planners, designers, engineers, production men! Daring, imaginative, resourceful, they found ways to accomplish the "impossible." Result: a 14 cu. ft. refrigerator behind a single door that holds 9 bushels of food, yet costs only \$339.95! Fits in the floor space of an old style 9-footer.

Admiral Corporation, 3800 W. Cortland St., Chicago.

# Admiral

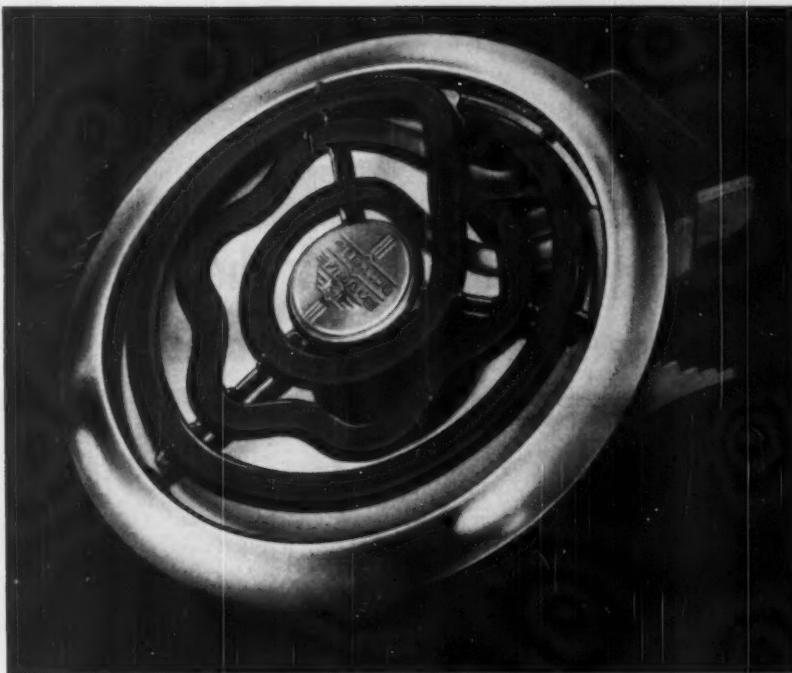
"FIRST IN '50"

REFRIGERATORS • RANGES • TELEVISION • RADIOS • PHONOGRAPHS

THIS IS THE YEAR OF DECISION . . . better decide to join Admiral—NOW!

# you sell just one and three sell themselves....

THAT'S THE WAY PYROFLEX RANGE SURFACE UNITS BUILD  
REPLACEMENT SALES INTO MODERNIZATION VOLUME...



When a product is so obviously better, when it is possible to demonstrate and prove that it's better—there's really no trick to selling it. Such a product may be said to "sell itself." . . . That's the way it is with Cutler-Hammer Pyroflex Range Surface Units. You go to replace one unit, and women say, "Replace them all—modernize my range completely."

Why? Because Pyroflex Units instantly make sense to the woman who has to do the cooking. She can see how *two-way heat flow does* give her better cooking where 90% of all electric cooking is done. She can understand the unique way Pyroflex Units *evenly* distribute heat across the bottom of the utensil, to eliminate hot spots and sticking, banish cold spots and imperfect cooking.

You'll find, too, that women immediately know the Cutler-Hammer

name from years of continuous national advertising, and are quick to accept the product that bears this name.

Cutler-Hammer Pyroflex Units are easy to install, too, and are interchangeable with the units in most ranges now in use. Only nine adaptor rings are needed. These units are fast and will not warp or twist out of shape through years of use. They are easy to clean . . . with an automatic tip-up reflector pan that lifts out simply.

Now is the time to do something about the service end of your business where there are big volume and profits to be had—if you'll offer the replacement units that "sell themselves." Offer Pyroflex Units and see! Write today for a copy of the Pyroflex book and the name of your nearest Pyroflex distributor. CUTLER-HAMMER, Inc., 1280 St. Paul Ave., Milwaukee 1, Wisconsin.

## 2-WAY HEAT FLOW DOES IT

### MEDIUM-HEAT ELEMENT

(Cutler-Hammer Design) (Conventional Design)



Hot in center  
and hot outer edge



Hot in center  
cold outer edge

### LOW-HEAT ELEMENT

(Cutler-Hammer Design) (Conventional Design)



Heat flows both ways  
from median position  
of C-H multiwave ele-  
ment



Hot outer edge  
cold center

Any well-built cooking unit provides good heat distribution when both elements are used together. But 90% or more of all electric cooking is done at controlled-heat switch positions using only one of the two elements. It is over these vital cooking heats where only a single unit is used that the unique two-way heat flow of Cutler-Hammer Pyroflex Units makes such an important contribution to better cooking.

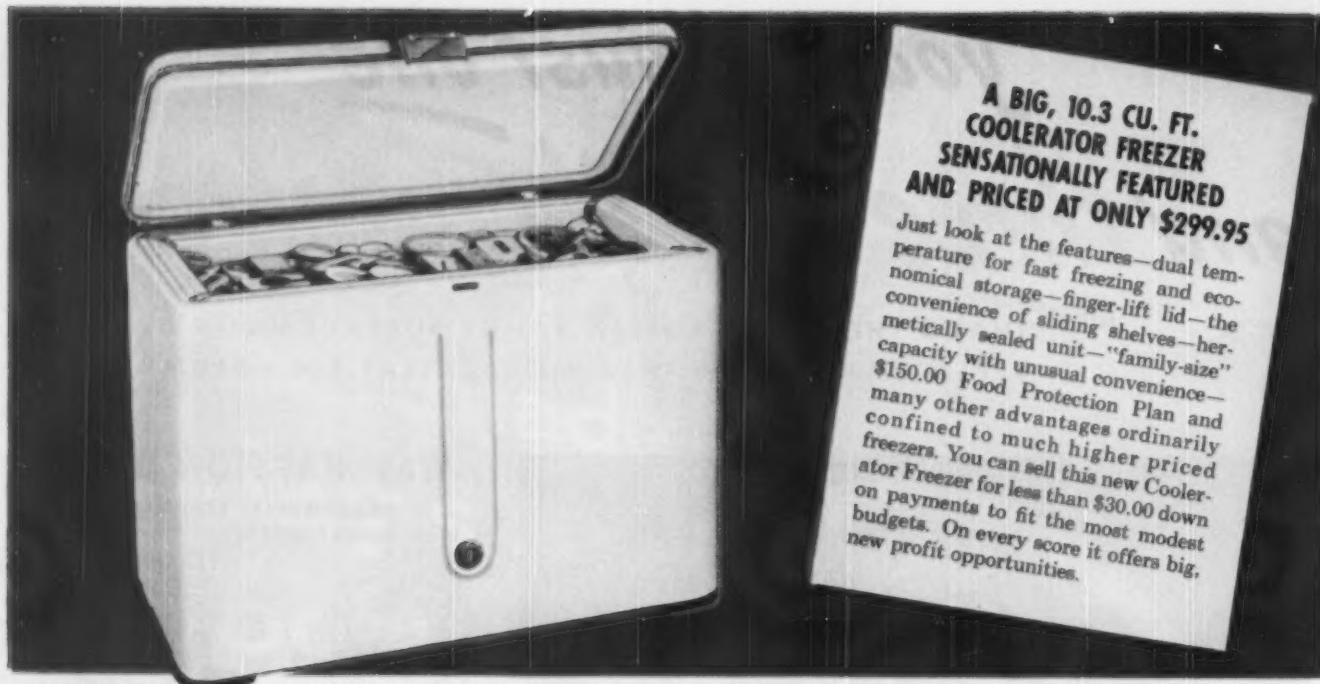


*Electric Heating Units*

SOME IMPORTANT DISTRIBUTORSHIPS ARE STILL OPEN. WRITE OR WIRE TODAY.

ELECTRICAL MERCHANDISING—JULY, 1950

PAGE 49



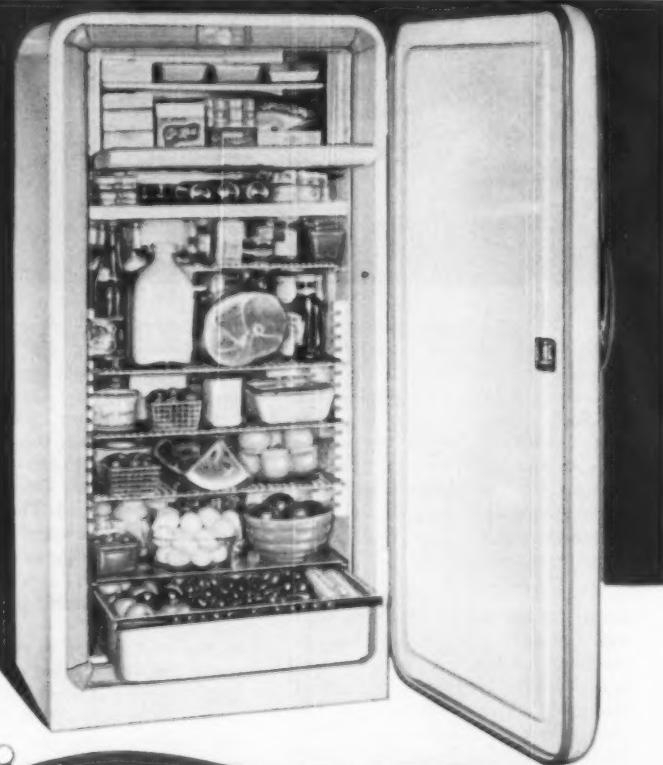
A BIG, 10.3 CU. FT.  
COOLERATOR FREEZER  
SENSATIONALLY FEATURED  
AND PRICED AT ONLY \$299.95

Just look at the features—dual temperature for fast freezing and economical storage—finger-lift lid—the convenience of sliding shelves—hermetically sealed unit—"family-size" capacity with unusual convenience—\$150.00 Food Protection Plan and many other advantages ordinarily confined to much higher priced freezers. You can sell this new Coolerator Freezer for less than \$30.00 down on payments to fit the most modest budgets. On every score it offers big, new profit opportunities.

## LOOK at the Size, Compare the Features, Check the Prices— Coolerator Has the Answer for Summer Sales

**THE COOLERATOR DUCHESS  
—NEARLY 10 CU. FT.—WITH  
FULL-WIDTH FREEZER-CHEST—  
PRICED AT ONLY \$259.95**

This Coolerator space-saver is only 28 inches wide, yet it provides over 20 sq. ft. of shelf area to meet today's demand for a really big refrigerator at a new low cost per cu. ft. In addition to the full-width Freezer-Chest, it offers the exclusive Chill-R-Ator, giant moist-cold Crisp-O-Lator—adjustable shelves, modern full-length door and a choice of left or right hand doors at no extra cost. Feature for feature and foot for foot, this new deluxe Coolerator Duchess is value-packed for more sales and carries a full margin for extra profits.



### ASK YOUR DISTRIBUTOR FOR A COPY OF THE COOLERATOR PROMOTIONS MANUAL

It's crammed with field-tested promotions for the merchant on Main Street or the key dealer in a metropolitan market. It is designed to make it easy for Coolerator dealers to utilize tested plans and describes the supporting materials available at low cost to put these promotions to work building sales and profits for you.

**THE COOLERATOR COMPANY**

DULUTH 1, MINNESOTA

Chicago Offices: 11-107 Merchandise Mart

**Coolerator**®

## ELECTRICAL MERCHANDISING

Vol. 82, No. 7

# The Fabulous Farr

By  
**ROBERT W. ARMSTRONG**

MORT FREDERICK FARR is, at 47, the best known appliance and television dealer in the United States.

He is also one of the busiest. Work days start often at 8 a.m., never end before 10:30 p.m. Most of this time is spent talking to people—employees, customers, distributors, manufacturers, other retailers, bankers, children, fellow members of several civic and trade organizations.

In one day Farr may eat three business meals, see 20 to 25 salesmen, shoppers and information seekers, attend two or three meetings, plan hundreds of dollars worth of advertising, drive 30 miles to call on an old customer, outline a commercial for his TV show, contact one or more of his own sources of information—and still find a few minutes to pet some stranger's dog.

Ebullient, inquisitive and possessed of a driving energy, Farr has, in 28 years, built a one-store business in Upper Darby, Pa., which tops an annual million dollar gross and

**He started at 19 with two radios. In 1932 he went bankrupt. But today he runs a million-dollar-a-year business in Upper Darby, Pa., with a brilliance that is respected by the whole industry, an organization that is tops in efficiency, promotions that are legend, and a motto, "Farr Better Service," that is accepted by the public as fact**

still maintains an intensely personal relationship with the public.

Despite the pressure of his outside engagements and his activities in the National Assn. of Appliance and Radio Dealers (of which he is a director and a leading spirit), the outstandingly successful Big Ten group of Philadelphia dealers (of which he was a founder), the Optimist Club, the Philadelphia Shrine Club, and others, he still finds time to do all the buying for his store, to plan its advertising, to check on service crews in the field, to schedule TV installations, and, from his standpoint most important, to make frequent informal contacts with all 48 members of his organization.

### *First Love—Radio*

Farr was born to be a druggist, but deserted his father's drugstore at 19 to open his first shop—with \$200 and two home-made radio sets. Even before this he had made and sold some receivers and operated a ham station,

3ME, with such devotion that he gave up any education beyond the first year of high school.

In his early years he made some of the friends who are still his best customers. When he went bankrupt in the depression of the thirties one woman asked him if there wasn't something she could buy to help out. So he sold her \$25 worth of radio tubes and she added a \$50 tip—which is an extreme, but illustrative example of the almost fanatic loyalty of many of his customers.

Because he himself is the personality and the spirit of his business, it wouldn't run long without him. Any day is a busy day, for he conceives most of the frequent promotions; he sees that his men, though working hard, enjoy their work; he keeps his salesmen enthusiastic; he personally maintains a large share of his store's excellent public relations; he does the buying; and he searches constantly for the ideas and information that keep him abreast of the trends and ahead of the competition of a fast-moving industry.

**On the next 9 pages—How Farr Makes His Business Run** →

THE FABULOUS FARR (continued)

# Any Day Is A Busy Day For Farr



**8:00 A.M.** Twice a month the Farr organization breakfasts on the boss. At this meeting he introduced new sewing machine salesman, gave staff new price schedule on second year TV contracts, offered \$10 for sew machine leads from servicemen, told whole force that he had four carloads of refrigerators to sell.



**10:30-1:15.** With over 5,000 TV service records in his files, Farr is concerned over time spent in keeping them straight, so he makes visit to local branch of a factory service organization to see how they do it.

**3:45 P.M.** Children are aim of most "Uncle Mort" promotions and one of his first loves. He enjoys giving hundreds of "dollars" in play money to this little girl while her parents buy a refrigerator.



**4:00 P.M.** Having lent a television set to the local Women's Club as a public relations gesture, Farr makes a trip to meeting hall to make sure set is operating properly.



**2:00 P.M.** Back at store, Farr spends several minutes in discussing advertising with agency man Eddie Shapiro, who plans all his ads. Farr spends \$1,000 a week on advertising described by Shapiro as "different and consistent."

**4:30 P.M.** Big Ed Beetem, Peirce-Phelps salesman, corners Mort to sell him new Admiral portable with pop-up dial. Said Beetem, "I generally have to get him out for coffee to sell him."





**9:15 A.M.** Arriving at store, Farr is met by two of his servicemen who have a policy problem. Members of staff often wait to catch him outside so they can talk uninterrupted.



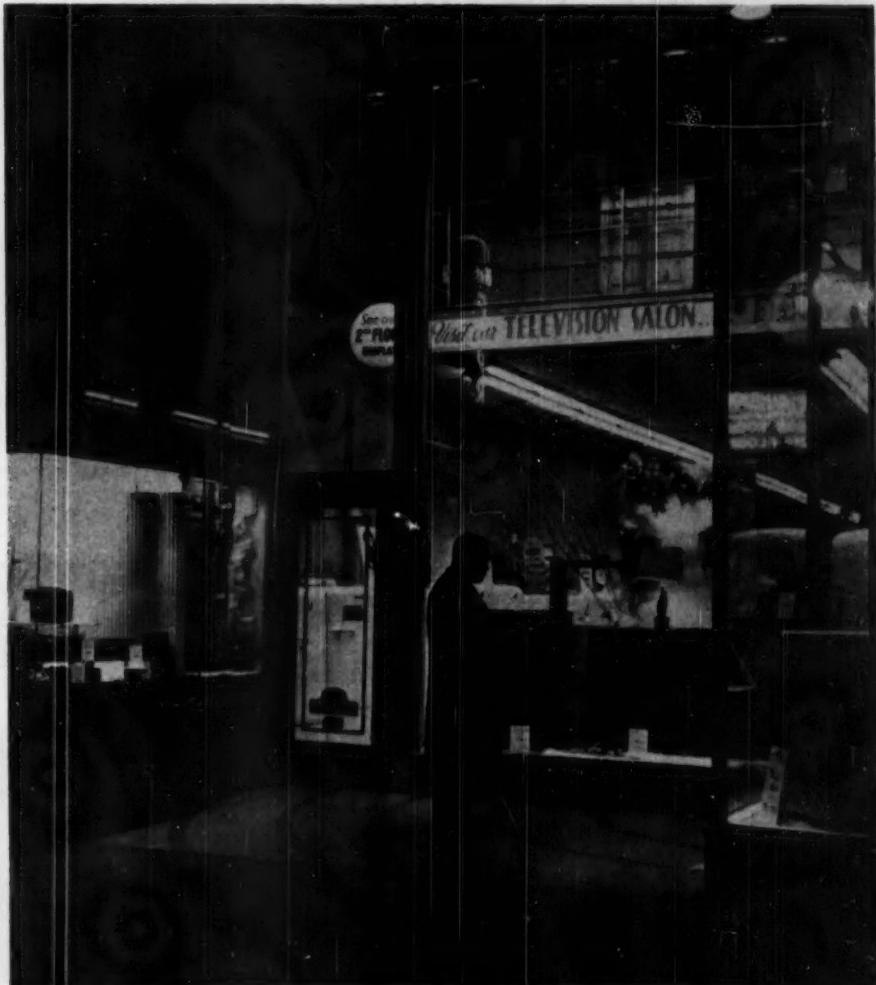
**9:25 A.M.** Trying to steal a few minutes to open his mail in the seclusion of his tiny office, Farr is interrupted by Tommy Thompson, unofficial boss of his service organization.



**10:00 A.M.** George, Farr's shoeshine boy for over 20 years, knows better than to ask him to sit still. He slips on extra pair kept in office while Farr fuses at momentary immobility.



**2:40 P.M.** A good customer bought a 12-foot freezer sight unseen, so Farr drives miles to see that she is happy, ends up admiring her antique banks.



**7:00-10:00 P.M.**

After supper, Farr returns to store, schedules TV installations for next day, goes over books with accountant who has been coming in twice a week since 1924.



**10:30 P.M.** The store closes every night at 10, but Farr usually stays on to finish up last minute business. When he finally leaves at 10:30 for 45-minute drive to his Glenmore farm, he pauses for last look at windows, starts planning display for next fortnight.



**TWICE A YEAR.** Farr rents a theater, fills it with cartoons and 2,500 screaming kids who pick up their free tickets at the store. Farr once made mistake of offering prize to any child who knew name of his dog; 2,500 rushed the stage.



**EGGS** by the thousand were entered in this Easter egg decorating contest. They filled windows and store. Four best eggs won trips to Washington. Runners-up got photographs; all contestants got records; Farr got priceless publicity.

THE FABULOUS FARR (continued)

## Farr's Promotions Are Frequent and Inspired

**A**DVERTISING and promotion are a Farr specialty. He spends \$50,000 a year to keep his name before the public with a weekly television show, a radio program and numerous spots, heavy newspaper advertising, seven outdoor advertising signs, five huge painted wall signs which dominate the approaches to his neighborhood, placards on every suburban bus and streetcar.

All of his advertising is handled by Ed Shapiro, head of Shapiro & Co., the same agency which places cooperative advertising for the Big Ten dealers. But many of the ideas are Farr's own. His, for example, was a recent Easter egg decorating contest. Another, still in development at this writing, is an idea to

promote \$12.95 record players to children at 50¢ down and 50¢ a week, with only a \$1 charge, as a means of teaching them financial responsibility and, since parents' permission would be required, encouraging parents to drop in to the store.

"I am selling my name," says Farr, "building up my customers so that when things get tough—as they will—I'll have an entree. I want people to be willing to pay me full price for merchandise, first, because they'll have confidence in my service and, second, because I think people prefer to do business with some one they know. No one can take our business from us if we've placed it on a personal basis and our customers are our friends."



**DOUBLE TIE-IN** with arrival of the circus and the release of a new record, Bozo the clown, made hundreds of sales. All Farr did was put a clown suit on a salesman and move a display stand out on sidewalk.



**ARMY-NOTRE DAME** game of 1946 provided Farr with one of most successful ideas. He printed tickets, "better than 50-yard line," and invited selected customers and prospects to witness game on TV.



**THOUSANDS** tied up Upper Darby traffic when Farr brought cowboy actor Roy Rogers to town, had him autograph records in this parking lot across the street from the store.



**WEEKLY TV** show, a half hour on Sundays, is only big retailer program in Philadelphia. Called Wit's End, \$450-a-week show is on Quiz Kids pattern, has been on air since September, 1947.

# He and His Staff Work Hard But Enjoy It

RUNNING a business Farr's way requires about 90 hours a week. Sundays at his farm are his only really free hours, and even these he often devotes to paper work.

He is particularly attached to his service department and often boasts that what makes him successful is that he has 40 servicemen and only five salesmen. By some peculiar chemistry of personality, he has made every member of his organization willing to work for him happily and unstintingly. The highly trained and temperamental technicians in his television shop, for example, are never urged to keep busy just for appearance's sake. They work when they feel like it—and often work until after midnight to solve some special problem. In return, they get any equipment they want, are encouraged to use the shop for their own research.

Servicemen and antenna crews are encouraged by small commissions to turn up leads for the salesmen. Most of them do. When he wants special effort put on a product, Farr will call it to the attention of servicemen as well as the salesmen.

The five salesmen work six days a week, each day until 10 p.m. Despite the long hours they are enthusiastic. They are well paid, making between \$7,000, for the newest man, to over \$15,000, for the top man. Each gets a flat salary of \$20 a week plus five percent commission on everything he sells. They do no cold canvassing, but are expected to follow up leads and make post-sale calls, and, in line with Farr's overall policy, are supposed to make friends of their customers.

"If a retail salesman had 1,000 customers who were his friends," says Farr, explaining this philosophy, "he'd never have to work again and he'd make \$10,000 a year."



WEEKS AFTER the Easter Egg contest, many of the entries are still uncalled for and some of them get odorous, so Farr and salesman Tom Rogers look for—and find—some bad ones.



CRAZY sales contests like one in which salesmen get a pair of shorts for first refrigerator sale, other garments for succeeding sales, make work fun. At contests-end banquet, salesmen must wear what they won.



EVERY FRIDAY Farr and salesmen meet at 8:30 in one of TV rooms. He gives each a prepared list of all stock on hand so they know what they can sell. Here he tells them he has four carloads of refrigerators in stock, wants them to go to work. He has already told servicemen to look for refrigerator prospects.



EVEN DINNERTIME is a work period for Farr. Every Thursday he meets with Donn Bennett, announcer of the Wit's End TV show, to plan the commercials for next Sunday's broadcast.



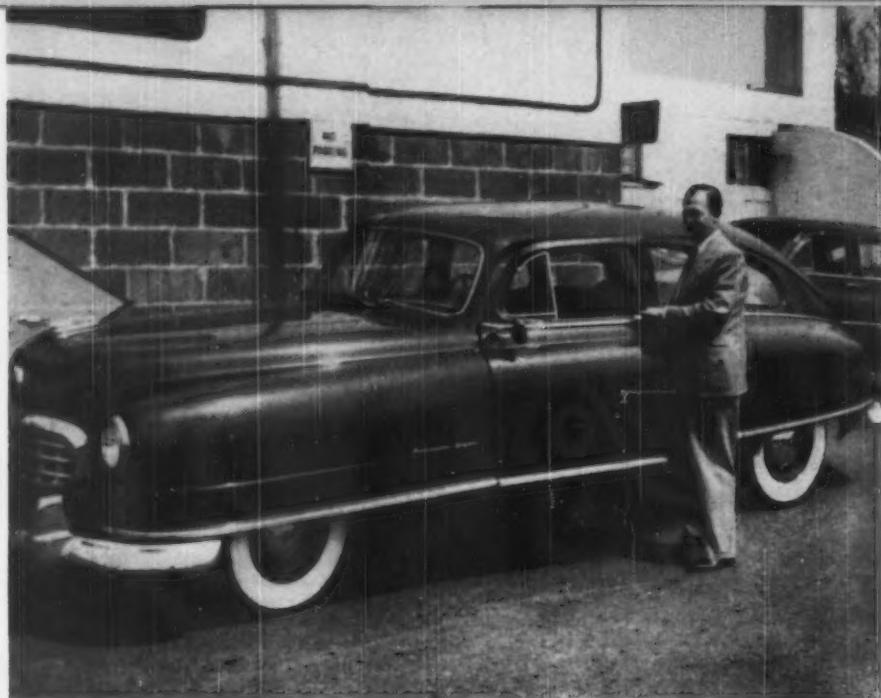
HIGHLY-SKILLED SERVICEMEN work out many new ideas for Farr, who understands their work, keeps morale high with frequent informal contacts and by sharing management problems.



SERVICE SHOP is close to heart of ex-serviceman Farr. Thompson shows him results of converting 12-inch TV to 14-inch, an activity which Farr hopes will help keep servicemen busy during summer.

THE FABULOUS FARR (continued)

# Farr's Salesmen Are Well-Paid, Expert, Enthusiastic



NOT THE BEST PAID salesman on the staff of five, James Crews still makes well over \$10,000 a year, is able to afford luxuries like this Nash Ambassador. However, he works six days a week, 12 hours a day.



**SALESMAN** Tom Rogers talks effectively and convincingly to a couple interested in refrigerators. He knows the products, Farr's policies and how to get a buying decision.



**TOP SALESMAN** Harold Johnson gets peeved at a customer who is shopping for a discount on television, but patiently explains that Farr policy of good service permits no cut prices.



**STILL UNCONVINCED**, the shopper is taken over next by James Crews, who knows that the man is a confirmed discount hunter who won't listen to reason, but is determined to try, anyway.



**QUIET SPELLS** are seldom wasted. Knowing that Farr intends to push air conditioning in summer, Rogers and elder salesman Don Frey bone up on air conditioning statistics in *Electrical Merchandising*.



**TWO DAYS A WEEK** each salesman is expected to work on the outside, following up leads and making post-sale calls. In preparation, Frey checks prospects' addresses to eliminate dead names.



**NEWEST FARR SALESMAN**, hired to sell sewing machines exclusively, spends first few days setting up department, getting training from distributor and familiarizing himself with machine.



UPPER DARBY kids know that at Mort Farr's are free balloons, play money and comic books. So they come in often. Farr believes that promotions aimed at kids are, in the long run, the best.



LIKE A POLITICIAN, Farr maintains good relations by admiring babies, but insists that he really likes them and enjoys this type of good-will building.



KIDS EVERYWHERE know him as Uncle Mort from his promotions and his TV program. These were strangers, but knew him immediately when he stopped to talk with them and pet their dog.

## He Maintains Excellent Customer and Public Relations



HOME DEMONSTRATIONS follow every sale, are always made by enthusiastic Marguerite Davis (right), who gets \$4 per call, was trained by Farr and often turns up leads for new sales.



FARR WAITS on customers only when they ask for him, but so many are his personal friends that he is often on the floor. Old customers usually accept his recommendations without question.



SPOTTING an old customer working in his yard, Farr pulls up to the curb and spends a few minutes talking. This type of personal contact makes customers his friends, opens new sales.

ONE OF THE FIRST TV sets to be converted to a larger screen was this \$1195 Stromberg-Carlson, so Farr stops in to see how it is working, amuses housewife with a funny story. Original screen size was 12-inch; now it's 16.



INTRODUCING the speaker at the Optimist Club is only one phase of many civic activities for Farr. During war he headed local branch of Red Cross, was county chairman of bond drives.





THE FABULOUS FARR (continued)

## Farr Expertly Soothes An Angry Customer

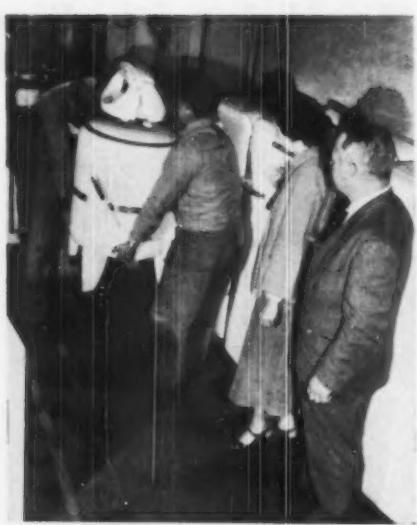
1. TOO ANGRY to be satisfied by a salesman, this housewife insists on talking to Farr, himself, about a washer she bought several days ago which hasn't been delivered as promised.



2. SHE READS THE RIOT ACT to a meek and attentive Farr—who knows enough to let her talk herself out before he tells her what happened.

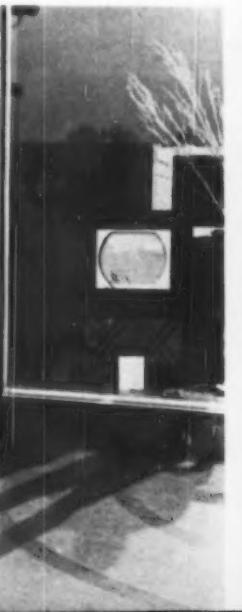


3. WHEN SHE PAUSES for breath, Farr, still cheerful, starts to talk, explains she wasn't home when delivery was made and truckmen forgot to leave card.



4. DISCOVERING she's on her way to Philadelphia, Farr offers to deliver washer right away and to take her to railroad station afterwards.

5. COMPLETELY won over, the housewife smiles happily at Farr as he escorts her out of store to waiting delivery truck.



6. FARR is assured of a satisfied customer as he says goodby. Truck delivered lady and washer to her home, then took her to station.





**OVER MORNING COFFEE** at Penn Fruit Co. next door to store, Jim Shallow, general sales manager of Philco Distributors in Philadelphia, tries to sell Farr \$375 worth of radio spots.



**TONGUE-LASHING** from salesman Harry Kirschbaum of Everybody's Supply leaves Farr unruffled. He admits he doesn't do as much electric housewares business as he could, but refuses to buy more.

## Salesmen Catch Him Where and When They Can

"**B**UYING," claims Farr, "is as important as selling." Recognizing this, he will always listen to a salesman, no matter how busy he may be and despite the fact that there are always one or two waiting to see him.

Usually he knows in advance what he wants. Often he knows more about the product being sold than the salesman himself. When he buys,

he buys products that he knows from experience will sell or that he has carefully tested in the homes of his own employees. He also buys in quantity. "I buy carloads of refrigerators," he says, "even though I don't sell over 500 a year, because carloads give you three to five percent more off."

The same buying skill is applied to advertis-

ing. From his numerous contacts in the industry, Farr usually knows, for example, just how much of a cooperative allowance he can squeeze out of suppliers. The group pressure of the Big Ten is cannily applied to get the most for the least and, because it is a merchandising force of considerable power, suppliers are generally happy to give it.

**FARR** is impressed by salesmanship of Oster representative Carroll Tims who gets him to actually hold appliances. Farr eventually gave him a trial order.

**A DISTRIBUTOR SALESMAN** looks thoughtful as Farr throws him a pointed question. Most salesmen have great respect for Farr, take his "No" with good grace.





THE FABULOUS FARR (continued)

## Farr Constantly Exchanges Information and Ideas

**AT WEEKLY MEETINGS** of the Big Ten, outstandingly successful dealer group which buys and advertises cooperatively, Farr often argues heatedly with other members, but listens enough to get ideas for promotions and advertising that he can use in his business.

**T**HE FACT that Farr is almost never alone is a tipoff to his amazingly comprehensive grasp of business trends. He has developed a group of unofficial counsellors, bankers, other dealers, distributors, manufacturers, stock brokers, with one or more of whom he spends part of every working day. Many, some of them top brass in their various fields, come to him for information.

When he is not seeking information he is giving it. Typical of the constant interchange is his association in Philadelphia's Big Ten, dealers who meet once a week to plan cooperative buying and advertising and to exchange ideas. To a lesser degree Farr uses the contacts created through the National Appliance and Radio Dealers Assn. for the same passing back and forth of ideas. It was through NARDA that he met Harry Price, another big dealer from Norfolk, Va. In his turn, Farr has used this connection to good advantage and when Price recently needed TV sets in a hurry, Farr was able to help him get them. Price, new at the TV business, also got some good advice when he mentioned that he was having trouble with some TV customers whose sets

were not operating perfectly and who were demanding new sets.

"Never give a customer a new set," said Farr, who has sold over 5,000, "in exchange for one that's been giving trouble, because when you do you are admitting that the first one was defective and the minute the customer has something wrong with the second one he'll want a third one, also for free. Any set can be made to operate satisfactorily and, no matter what it costs, it's better to make it operate than give away a new one."

Because of his open mind to new ideas, new ways of doing things, Farr is always one step—and sometimes a whole race—ahead of his competition. Part of his phenomenal success in television merchandising he attributes to the fact that he and his servicemen began to experiment with it back in the thirties, even made and sold some sets and kits. Today he believes that facsimile receivers of newspapers and other matter will one day be an important home appliance. So he has one, crude though it is, in his shops, where his technicians experiment, storing up knowledge against the day that it becomes a merchandisable commodity.



**VISITING STORES** of other dealers is something which Farr claims most merchants should do a lot more of. From Frank Taylor, a fellow member of the Big Ten, he gets an idea for protecting surfaces of white goods with cellophane.



**LUNCH** with Tom Joyce and Raymond Rosen of Raymond Rosen, Inc., big Philadelphia distributor, helps Farr keep his finger on trends. He tries to meet with the conniv Joyce at least once a week.



**SELDOM ALONE**, Farr takes Joe Cronin, sales manager of time sales, Penn. Co. for Banking & Trust, with him to airport where he pumps Cronin for information on a credit plan while they await arrival of big Norfolk, Va., dealer Harry Price.



**COATLESS** in drizzling rain, Farr meets Price at airport. Like Farr, Price does things in a hurry, flew up suddenly to get Farr's help in acquiring a stock of temporarily short TV models. New at TV business, Price got good advice—also got sets.



**A BOOSTER** of Jerrold Electronics' Mul-TV system for putting several receivers on one antenna in dealer stores, apartment houses, institutions, Farr hides with Jerrold president Milton Shapp in record listening booth to talk business without interruption.

**1949 ELECTRIC FAN SALES, BY TYPE OF FAN**

(In Percentages)

	176 Appl.- Radio-TV Dealers	71 Contractor- Dealers	65 Hardware Dealers	31 Furniture Stores	7 Dept. Stores	87 Misc. Dealers	377 Total Dealers
<b>INSTALLED TYPES:</b>							
Large Industrial	7.41%	38.16%	4.01%	3.91%	3.84%	38.67%	12.35%
Commercial Exhaust	.40%	3.58%	.38%	1.07%	.29%	2.78%	1.22%
Kitchen Ventilators (permanent type)	.74%	8.31%	.46%	.71%	1.43%	1.00%	2.10%
Attic Ventilators	4.24%	17.34%	9.31%	3.36%	1.43%	7.26%	6.47%
Floor or Table Type Circulators	2.03%	2.73%	.86%	.77%	.71%	9.63%	2.30%
<b>PORTABLE TYPES:</b>							
Floor or Table Type Circulators	32.28%	17.39%	39.60%	53.61%	41.43%	39.48%	33.34%
Portable Window Ventilators	4.42%	3.62%	2.22%	5.68%	2.57%	3.15%	3.87%
Desk & Bracket Types	48.50%	37.58%	44.92%	30.32%	40.72%	27.59%	39.06%
<b>ALL OTHER TYPES:</b>							
Total	6.48%	4.44%	3.31%	3.58%	10.71%	8.93%	5.38%
<b>TOTAL TYPES</b>							
Total	100%	100%	100%	100%	100%	100%	100%

**PERCENTAGE OF DEALERS WHO ORDER BY BRAND NAME**

(Based on 391 dealers)

Number Dealers	Type of Dealer	Always	Seldom	Never	Other*
183 (100%)	Appliance-Radio-Tv Dir.	156 (85.3%)	24 (13.1%)	1 (.5%)	2 (1.1%)
76 (100%)	Contractor-Dealers	64 (84.9%)	8 (10.5%)	1 (1.3%)	3 (4.0%)
69 (100%)	Hardware Dealers	50 (72.5%)	16 (23.2%)	1 (1.4%)	2 (2.9%)
30 (100%)	Furniture Dealers	90 (66.7%)	9 (30.0%)	— (—)	1 (3.3%)
6 (100%)	Department Stores	3 (50.0%)	1 (16.7%)	— (—)	2 (33.3%)
27 (100%)	Miscellaneous Stores	20 (74.1%)	3 (11.1%)	— (—)	4 (14.8%)
391 (100%)	<b>Total Dealers</b>	313 (80.0%)	61 (15.6%)	3 (.8%)	14 (3.6%)

\* Other Reply includes such answers as "Mod," "Usually," "Most Always," "Part of Time," "Not Always," "75/25," "Almost," "30/50," "Nearly," "If Possible," etc. etc.

# Specialty Dealers Are Getting the Fan Business

ELECTRICAL MERCHANDISING's new fan survey shows that appliance-TV dealers sell 42.4 percent of all fans; most merchants buy by brand name; most do their own installing; they are optimistic about 1950 volume

By JAMES BOLGER

BELIEVING that the electric fan industry can use information on the dealer situation in the field, ELECTRICAL MERCHANDISING has made a nationwide survey to find the answers to such questions as:

- What types of electric fans are selling?
- How important are brand names to dealers?
- What are the channels through which dealers do their buying?
- How many installation jobs do dealers handle themselves?

All of the 2,975 questionnaires mailed went to dealers who read ELECTRICAL MERCHANDISING. Answers came from 431, or 14.5 percent of them. Of these, 410, or 95.1 percent, are selling fans; 21, or 4.9 percent, aren't. Almost half (193) of the 410 who handle fans are appliance-radio-TV specialty dealers; the next largest groups are electrical contractor-dealers and hardware dealers (77 and 73 respectively). Other groups represented are: furniture dealers (32), department stores (7), and miscellaneous dealers (28).

#### Dealers Are Brand-Conscious

The first question the survey asked was, "When you buy fans, do you order by brand name?" A large majority of the dealers—80 percent—answered that they always order by brand name, with an additional 3.6 percent replying, "Most always," "Fifty-fifty," "If possible," etc. Of the others, 15.6 percent answered,

"Seldom," and .8 percent (3 dealers) said, "Never."

Most dealers (77.34 percent of the 406 answering the question) do all their buying through one source, usually the wholesaler or distributor. When a dealer uses two sources (as 21.18 percent of those surveyed do), it's likely to be a combination of these two. Five dealers said they use three sources, and one said he uses four.

When asked the number of fans they sold last year and their dollar value, 363 dealers answered both parts of the question, 23 listed unit sales only, and four reported dollars only. The results show that the typical department store or furniture store sells more fans than the average appliance specialty dealer, with dollar value figures indicating that most department store sales are in the small fan group (\$15 average sale), most furniture stores sell more expensive fans (\$23 average sale); the specialty dealer falls between the two, with an \$18 average. Higher than any of these in dollar volume per fan is the contractor-dealer, whose average fan sale runs close to \$28, indicating that many of the fans he sells are the larger types requiring installation. This survey indicates that specialty appliance dealers, because they are greater in number, make 42.4 percent of total fan sales.

A request for a breakdown on sales of installed types vs. portable types revealed that half of the 377 dealers answering the question handle both

kinds. However, installed fans account for only 12 percent of the business. Contractor-dealers managed to make a good thing of one installed type—kitchen ventilators (permanent type), which made up more than 17 percent of their total fan sales.

Of the 187 dealers who handle installed fans, 152 recorded the percentage of installed jobs that they install themselves, with 14 dealers (9.2 percent) saying, "None," and 103 dealers (67.7 percent) saying, "One hundred percent." Among the 35 who do some installing, 10 say they handle about 50 percent of the jobs themselves; other percentages are too scattered to be significant.

The question, "From how many wholesalers do you usually buy fans?" drew answers from 398 dealers. Of these, 60 dealers (15.1 percent) reported that they buy through one wholesaler, 209 dealers (52.5 percent) through two, 105 dealers (26.4 percent) through three, and 24 (six percent) through four or more.

Finally, the questionnaire asked dealers their personal opinions on whether they expected 1950 fan sales to be the same, greater or less than in 1949. Most of the 398 dealers who answered thought sales this year

would be about the same (236 dealers, or 59.3 percent). Some expected a change—in most cases, a change for the better (99 dealers, or 24.9 percent). The other 63 dealers (15.8 percent) expected a falling-off, department stores being the most pessimistic group. Most dealers had very little idea what types of fans would be likely to gain or drop in sales in 1950.

#### Conclusions

General conclusions of the survey are:

- More than 40 percent of total fan sales are made by specialty appliance dealers.
- Four-fifths of the dealers always order fans by brand name.
- Most dealers buy from one source, usually a wholesaler or distributor.
- Specialty appliance dealers could strengthen their position in installed fan sales, where they are losing many sales to contractors, and in small fan sales, where department stores are strong.
- Most dealers who handle installed-type fans do all the installing themselves.
- Dealers generally believe 1950 fan sales will be at least as good as in 1949.

#### 1949 ELECTRIC FAN SALES

(Units and Retail Dollars)

Number Dealers	Total Sales		Average per Dealer	
	Fans Sold	Retail Value	Fans	Dollars
169 Appliance-Radio-TV Dir.	6,037	\$110,061	36	\$3,051
66 Contractor-Dealers	9,173	60,596	33	918
67 Hardware Dealers	9,293	33,893	34	506
29 Furniture Stores	1,269	29,939	44	1,032
7 Department Stores	361	5,484	52	783
25 Miscellaneous Stores	803	19,355	32	774
<b>Total Dealers</b>	<b>19,936</b>	<b>\$259,328</b>	<b>36</b>	<b>\$7,141</b>

# HOW MUCH WILL YOU MAKE in 1950?

The financial records of 156 appliance stores indicate that you are going to have to do more business to make the same profit you did in 1949



Date  
Clients Data

## "MAIL-ME-MONDAY" MANAGEMENT GUIDE

Compiled for the Exclusive Use of Clients Operating  
( APPLIANCE STORES )



Ratio Data  
Current to  
1-1-50

Prepared Monthly by ACCOUNTING CORPORATION OF AMERICA from Authentic Operating Data of Thousands of Clients Tabulated Monthly for More than 2000 "Mail-Me-Monday" Bookkeeping and Tax Method Offices Located in Principal Cities Throughout the United States

This Statement Shows Exactly How Your Business Compares with Other Appliance Stores

Grossing \$50,000 - \$100,000 Annually in Geographical Area

Comparison of Average Operating Ratios	Year Operating Percentages	Year Area Average Percentages	National Average Percentages
Total Sales = 100%	100.00%	100.00%	100.00%
of which Cost of Sales was		71.09	71.09
Leaving a Gross Profit or Sales of		28.91	28.91
Operating Expenses Reduced Gross Profit as Follows:			
Outside Labor		.27	.27
Operating Supplies		.16	.16
Gross Wages (Does not include proprietor's wages)		10.02	10.02
Rent (Adjusted to reflect exclusion of owned premises)		1.50	1.50
Utilities (Gas - Electric - Water - Tel. & Tel., Etc.)		.70	.70
Repairs & Maintenance		.31	.31
Advertising		.16	.16
Insurance		.59	.59
Business Taxes & Licenses		.60	.60
Interest on Business Loans		.14	.14
Car & Delivery Expense		1.63	1.63
Bad Debts Charged Off		.06	.06
Administrative and Legal Expenses		.55	.55
Depreciation		.75	.75
Miscellaneous Other Expense		1.85	1.85
The Total of All Operating Expenses Was		20.67	20.67
Thus Leaving a Net Profit of		8.31	8.31

TYPE OF MONTHLY REPORT sent clients by Accounting Corp. of America.

### TREND OF OPERATING RATIOS

#### 156 APPLIANCE STORES

(Six Month period ending Oct. 31, 1949)

Appliance Stores: Volume Under \$100,000  
National Averages

Sales	100 %	100 %	100 %	100 %	100 %	100 %
Cost of Sales	65.78	65.41	65.24	67.88	68.34	68.44
Gross Profit	34.22	34.59	34.76	32.12	31.66	31.56
Wage Costs	7.76	7.70	7.71	7.75	8.17	8.32
Controllable Expenses	15.87	15.92	15.91	15.36	15.85	15.33
Fixed Expenses	7.57	7.56	7.64	7.48	7.41	7.26
Total Expenses	23.44	23.48	23.55	22.84	23.26	22.59
Net Profit	10.78	11.11	11.21	9.28	8.40	8.97

### COMPARATIVE ANALYSIS IN DOLLARS OF MONTHLY OPERATING EXPENSES

(Jan. 1, 1949—Jan. 1, 1950)

	Gross Volume Under \$25,000	Gross Volume \$25,000- \$50,000	Gross Volume \$50,000- \$100,000
Sales	1500	3000	6000
Cost of Sales	939	2099	4265
Wage Costs	90	171	601
Total Expenses	398	624	1240
Net Profit	163	277	495

NET profits of appliance stores grossing under \$100,000 annually showed a steady decline through 1949, with no signs of a check in the declining curve. Average net profits for last year were 8.38 percent. Various factors, such as increase in wages paid and in promotional costs, suggest that 1950 profits may be somewhat below this level.

Basic figures from which this estimate is made became available this spring with inauguration of a monthly "Barometer of Small Business" by the Accounting Corp. of America, which bases its analysis on reports of original bookkeeping entries from 5,494 units in forty types of small businesses. The agency provides accounting service on a "Mail-Me-Monday" plan for these outlets, including 156 appliance stores with an annual gross volume averaging \$35,000, mailing its analysis with each monthly report. J. W. Hession, executive vice-president of the firm, states that the stores on whose operations the analysis is based are located in all geographic areas of the nation and are served by 200 of the service's branch offices. Headquarters of the corporation are in San Diego, Calif.

Nationally, cost of sales for the appliance outlets averaged 69.64 percent for 1949. Gross profit for the same period was 30.36 percent. From this were deducted the following expenses: Outside labor, 0.75 percent; operating supplies, 0.55 percent; gross wages (except proprietor's), 7.56

**COMPARATIVE OPERATING RATIOS FOR APPLIANCES STORES ACCORDING TO ANNUAL GROSS VOLUME**

(Jan. 1, 1949—Jan. 1, 1950)

	Under \$25,000	\$25,000-\$50,000	\$50,000-\$100,000	National Average
Sales .....	100.00	100.00	100.00	100.00
Cost of Sales .....	62.57	69.97	71.09	69.64
Gross Profit .....	37.43	30.03	28.91	30.36
Controllable Expenses: Outside Labor .....	1.36	.94	.27	.75
Operating Supplies .....	1.27	.57	.14	.55
†Gross Wages .....	5.97	5.69	10.02	7.56
Repairs and Maintenance .....	.54	.32	.41	.40
Advertising .....	1.11	1.60	1.46	1.44
Car and Delivery .....	2.12	1.49	1.63	1.65
Bad Debts .....	.02	.15	.06	.09
Administrative and Legal .....	.76	.53	.55	.56
Miscellaneous Expense .....	1.74	1.92	1.85	1.84
Total Controllable Expenses .....	14.89	13.21	16.39	14.84
Fixed Expenses: *Rent .....	5.75	3.00	1.50	3.00
Utilities .....	2.76	1.42	.70	1.29
Insurance .....	.64	.70	.59	.65
Taxes and Licenses .....	.69	.93	.60	.72
Interest .....	.32	.28	.14	.23
Depreciation .....	1.50	1.25	.75	1.25
Total Fixed Expenses .....	11.66	7.58	4.28	7.14
Total Expenses .....	26.55	20.79	20.67	21.98
Net Profit .....	10.88	9.24	8.24	8.38

† Does not include proprietor's wages.

\* Adjusted to reflect exclusion of owned premises.

percent; repairs and maintenance, 0.40 percent; advertising, 1.44 percent; car and delivery, 1.65 percent; bad debts, 0.09 percent; administrative and legal, 0.56 percent; miscellaneous, 1.84 percent; rent (adjusted to reflect exclusion of owner's premises), 3 percent; utilities, 1.29 percent; insurance, 0.65 percent; taxes and licenses, 0.72 percent; interest, 0.23 percent; depreciation, 1.25 percent. This breakdown gives a total of 14.84 percent in controllable expenses and 7.14 for fixed expenses.

A six-month trend in net profits as reported by the corporation for all appliance stores doing under \$100,000 a year showed a decline (in percentages) from 10.78 percent profit in May to 8.97 in October. Figures ran: May—10.78, June—11.11, July—11.21; August—9.28, September—8.40, and October—8.97. Net profit reported for the year as of January 1, 1950, was 8.38 percent for stores in the \$50,000-\$100,000 group.

Chief changes in the cost of doing business for this group were in wages, which rose from a 9.28 percent average during the first nine months of 1949 to 10.02 percent at the end of the year. Advertising, car and delivery expenses, and miscellaneous expenses, all had risen slightly. Cost of sales during the same period had risen from 65.78 to 68.44 percent, which meant that the dealer had an even lower margin available from which expenses must be paid.

The general decline in net profits through 1949

was in contrast to a significant increase in gross sales as the months progressed. This in part reflects the natural seasonal trend of business, but apparently also covers a genuine improvement in business, which picked up in relation to that of the previous year in the fall and winter months. Using January, 1949, as an index figure of 100, the corporation comes up with these figures on gross sales for succeeding months:

January—100, February—98, March—118, April—123, May—129, June—116, July—156, August—159, September—152, October—176, November—172, and December—219.

#### Regional Variations

There was considerable variance in the increases reported by geographic areas. Using the same index month (January) as 100, the tabulation shows the three Pacific Coast states in the lead with a 1949 average for gross sales of 174.42 and a December average of 255.80. Other geographic areas (with the 1949 average index figure listed first and the December figure second) show: eight Rocky Mountain states—110.17 and 125.10; seven Northern Plain states—110.85 and 115.73; four West Southern states—102.69 and 124.01; five Midwest Great Lakes states—143.97 and 240.83; four South Central states—123.83 and 203.74; New York, Pennsylvania and New Jersey—103.35 and 128.03; six New England states—

114.13 and 178.33; seven Southern Atlantic Coast states—113.60 and 150.12.

Comparison of monthly reports for appliance stores in three groupings—1. Those doing less than \$25,000 business annually; 2. Those between \$25,000 and \$50,000; and 3. Those above \$50,000 but below \$100,000—indicate that expenses are proportionately higher for the small stores, but that profits are higher also. As the store increases in size, rent drops from 5.75 percent of income to 1.5 percent—in fact, total fixed expenses for the larger store, including rent, utilities, insurance, taxes and licenses, interest and depreciation, total only 4.28 percent, as against 11.66 percent for the smaller store. Among controllable expenses, the larger firm pays out 10.02 percent in wages, while that figure for the smaller store is only 5.97 percent, probably because the proprietor's services (not figured in as wages) bulk higher in the smaller concern. Advertising, bad debts and miscellaneous expense are slightly higher in the larger store, but all other expenditures are lower, bringing total controllable expense to 14.89 percent for the under-\$25,000 business, and to 16.39 percent for the \$50,000-\$100,000 concern. Total expenses average 26.55 for the small concern, 20.67 for the larger. However, because "cost of sales" is 62.57 percent for the smaller firm as against 71.09 for the larger one, the little store actually makes a higher percentage of profit than its larger neighbor. The difference in available margin is probably accounted for by the fact that as an appliance store increases its business, it handles a larger proportion of items on which the margin is low.

#### Advantages for Small Dealer

The smaller operator generally obtains his business through personal contact, word of mouth and neighborhood drop-in trade. He sells on a highly personalized footing and deals largely with the customer who, for one reason or another, does not like to buy from the major downtown stores. His greater flexibility enables him to accept trade-ins in a way not possible to the larger dealer and to dispose of them more readily, thus keeping a higher markup. The customer who has been told by the major store that her old washing machine is not acceptable at all, or is worth a matter of a few dollars sight unseen, will often buy from the neighborhood man who comes out to her house, looks at the old appliance and offers her \$10, \$15 or \$20 for it. His price may be higher, but she feels she has effected a nice business transaction, and the merchant is usually able to resell the trade-in at little or no markup without seriously affecting the over-all profit picture. The larger dealer more commonly clears his shelves by an occasional price reduction, or uses short price featured merchandise to attract customers. All this affects the profit picture in the two types of stores.

#### Rents and Wages

Rents for the appliance dealer, which averaged 3 percent nationally, were below median for the 38 types of business included in the analysis. Hardware stores reported 1.94 percent rents, plumbers 1.42 percent. Furniture stores paid out 4 percent for rent, jewelry stores 5.38 percent and variety stores 7.38 percent. Gross wage ratios again found appliance dealers below the median position. Their wage figures averaged 7.56 percent, with furniture stores reporting 5.53 percent,

(Continued at bottom of page 88)



**NO CANVASSING** is an enforced law in Cheyenne, Wyoming, as in some other communities. This posed picture, which views the restriction with humorous tolerance, shows

what could happen if a too-aggressive dealer called without an appointment. Dealer Harsch is getting traffic and sales despite the restrictions.



**NO-CANVASSING LAWS DON'T STOP** . . . a jingle contest which was combined with a cooking school and brought 874 entries. Not only the

# NO

By  
**CLOTILDE  
G. TAYLOR**

MERCHANTS in a number of communities in various parts of the country have been worried recently by anti-canvassing bills introduced into their local councils or state legislatures. These would make any sales call at the customer's home illegal other than one specifically arranged for in advance. The electrical dealers of Cheyenne, Wyoming have operated under just such a law for some years. During the postwar period when customers came into the store for their purchases without any urging, this was not a serious matter, but with the time again here when selling must be promoted to be profitable, the handicap is felt.

L. A. Harsch of the Maytag District Store of Cheyenne is one of those who have found a satisfactory solution to this problem. His business was started as a postwar enterprise. Even though appliances were scarce at the start, Mr. Harsch realized that he must set out to make his store known locally, and he early explored all avenues of promotion.

Home canvassing was out, because of the Cheyenne law. Telephone contacts which might lead to appointments for home calls were found to be unsatisfactory as an early means of



happy winners shown here, but all the contestants, indicated a desire and a need for equipment offered as prizes. Many have become customers.



NO-CANVASSING LAWS DON'T STOP . . . doorknob advertising like this Maytag purse which paves the way for a later telephone call and an appointment. Note the simulated money protruding from right side of pocketbook.



NO-CANVASSING LAWS DON'T STOP . . . direct mail promotions timed to coincide with personal events in the life of the prospect. New mothers are always receptive to a postcard pointing out the advantages of an electric washer.

# CANVASSING

**Cheyenne, Wyo., like some other communities, has a law prohibiting cold canvassing. But enterprising dealers like L. A. Harsch still do a good business because they have learned how to get customers into their stores with the right advertising and promotions**

developing business. Few housewives were interested enough to authorize a home call by a salesman from what was to them at that time an unknown firm. In Mr. Harsch's experience, the telephone method is best used with established customers. The woman who has purchased one appliance from a salesman is willing to have him call again. But cold canvass by telephone is a chilly business. Mr. Harsch believes he has found better ways.

#### The Contest Method

These are aimed at bringing the customer into the store. For instance, he staged a combination contest and cooking school. The initial contact was made through a jingle writing competition which brought entries from 874 contestants. This was followed by a three-day cooking school with invitations sent to all 874 contestants. The result was a continuing attendance of about 200, all the store would hold. Great interest was shown in the program and a considerable number of ranges sold. The entire staff of the store was at hand to answer questions and follow up interest shown. Business increased by 40 percent during the event and beneficial results are still being felt.

As soon as a householder purchases an appliance from the store, she becomes a preferred customer. Those who purchase washing machines are offered the free trial of an ironer. Personal letters are written also to all prospects on the company's books, making a comparable offer. These letters are informal in type, apparently hand written. They utilize a pale pink, woman's-type stationery and are hand addressed, so that they are usually sorted out among the personal letters, to be read first. The offer is to "help with one of the most difficult of household problems" by the two-day loan of an ironer. The letter paves the way for a telephone call follow-up which so far has brought good results.

Direct mail and hand-distributed literature are used constantly. The familiar Maytag "purse-on-the-door-handle" literature has been employed to good effect. The prospect becomes familiar with the name of the store—and may even drop in to inquire about some article advertised. Actual purchase may be made then or at a later date.

Wherever possible some personal contact is used for the direct-by-mail approach. Mr. Harsch watches the announcement of births, for instance,

and sends an attractive card to the new parents suggesting that the purchase of a washing machine from his store may be a way of saving drudgery for the mother and safeguarding the health of the child. A later telephone contact is more apt to be acceptably received. Marriage licenses frequently mean the establishment of a new home, with all its various needs to be met. Wedding gifts are not infrequently in the form of money to be spent on wanted appliances. Building permits watched and followed up in due time offer another productive lead for major equipment.

#### Parent-Teacher Promotion

When a new school was being opened, Mr. Harsch tied in with the local PTA, which was desirous of raising money for needed equipment. His offer was to put on a range demonstration in the auditorium of the new building, with food cooked at the event later served as refreshments. For every mother attending, he paid the organization 25 cents. In addition they were free to charge another 25-cent admission, thus making a total of fifty cents per person for their fund. Such opportunities to demonstrate always result in sales and inquiries.



L. A. HARSCH, who conceived and uses all these and other promotions.

Although cold canvassing is not permitted in Cheyenne, the areas outside the city limits are open territory. Ranch operations in Wyoming are usually on a big scale and plenty of money is available for conveniences. Here canvassing really pays, for it is a genuine convenience to the householder to have the merchandise brought to his door.

To reach this market, Mr. Harsch has developed what he calls his traveling store. A truck has been fitted up as a salesroom and demonstration center. Here a shelf is provided for the display of small appliances and sample refrigerators, washers and other major items always included. The truck is arranged with a gasoline power hook-up for the washers.

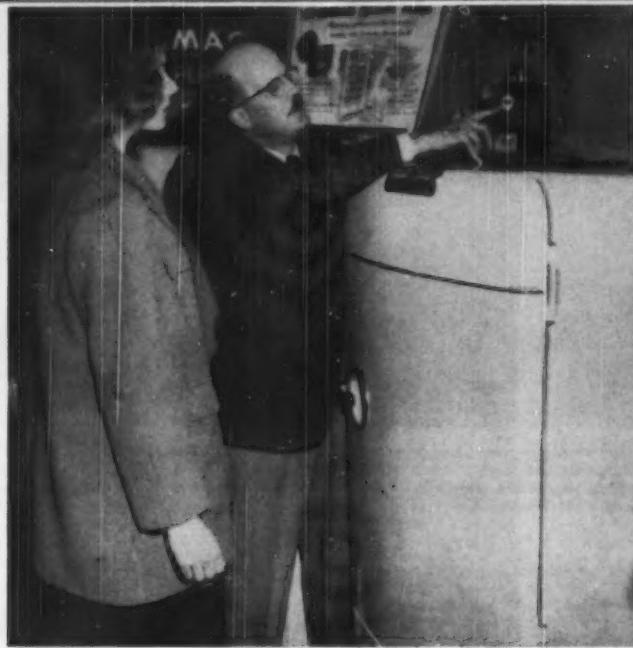
Selling without the freedom of cold canvass work is a somewhat restricted business, but it can be done, as the merchants of Cheyenne have learned. Mr. Harsch has accepted the local law as a challenge to his own enterprise—a challenge which he is successfully meeting. The fact that the store purchased several carloads of washers during the first two months of 1950 and that range business has been steadily increasing is proof of this fact.

End

## Strang's Meter Plan Makes Sales and More Sales



1 LIST PRICE for the refrigerator she wants is much too high for the slim budget of this young housewife, and it looks as if Strachan has lost a sale.



2 METER PLAN saves the sale when Strachan explains how it makes refrigerator hers for only a few cents a day, requires no down payment.

# They Ended the Meter Collection

METER-PAYMENT sales need not involve extra collection expense, time and trouble, if the dealer takes advantage of natural psychological factors, according to Frank Strachan, head of Strang's, a Frigidaire dealership in Colorado Springs, Colorado.

Strachan, whose pastel-colored store is one of the most handsome in the Rocky Mountain area, has achieved sensationaly good results through his meter payment system introduced shortly after the new remodelling program was completed in late 1949. Strang's held off from meter plans as long as possible on the theory that Colorado Springs' predominantly better-income residents would have little use for it. However, when the first full page ad was run, announcing a 25¢ per day payment system, the store was swamped with customers. "As an idea of how effectively meter selling increased our refrigerator sales, compare June of 1949 with September, the first month of meter selling," the western dealer says. "In June we sold \$2300 in refrigerators, but in September the volume jumped to well over \$10,000, and continued at about the same rate for 90 days. Naturally, we were pleased with the results."

It wasn't long before the same credit problems and collection headaches which have bothered other meter-

**Expensive meter collections and loss of good will took all the sugar out of a \$2700 monthly increase in refrigerator sales for Strang's, Colorado Springs. Their solution not only cut costs and saved customers, but also created new sales**

By ROBERT A. LATIMER

using dealers cropped up. Collectors hired to visit customers' homes found difficulty in locating addresses, usually in out-of-the-way, poorer districts of the city. One third of the time collectors found house occupants out and had to make expensive return trips. Often unpleasant situations developed and collectors returned to the store disgruntled and empty-handed. "We were surprised by the high expense of collections," says Strachan, "a cost which took a lot of the excitement out of tremendously increased sales."

Nevertheless, the meter plan proved a lifesaver for faltering refrigerator volume and Strachan has continued to advertise the plan strenuously ever since, reaching a 1949 volume of over \$250,000. Through making a careful study of meter plan collection costs, and adapting the methods of various financing firms, he has hit upon a solu-

tion which he feels "makes the best of two evils" and which provides for far less difficulty in collections.

### Now Collections Mean Sales

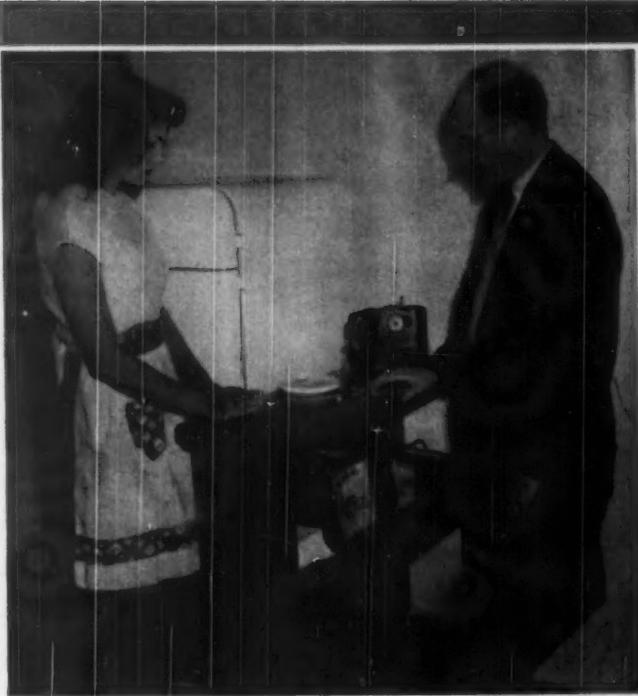
"The idea is to leave collection from the meter boxes up to the same salesmen who sold the original refrigerators," he declares. "At first glance, it would seem that we are wasting the time of six highly skilled salesmen. Actually, however, we have found that it has many advantages. First, the relationship which began with the salesman's original call on his prospect is continued—and he can chat with the housewife at least once a month right in her own home. Second, this continued association and the fact that every man gets into scores of homes each week has led to many "add-on" sales. It doesn't matter whether the homeowner is living in

a poorer district or a wealthy suburb, every salesman is finding it possible to sell ranges, washing machines, home freezers, etc., through spotting the need in a previously-sold customer's home and inviting her to witness a demonstration. Even in the districts which look least likely for new major appliance sales, we have been successful in building two or three appliance sales where a single meter-box refrigerator led the way."

Psychology enters into the field almost immediately after the customer has been sold all of the appliances which the salesman feels she can afford. Then the salesman begins encouraging the customer to eliminate the meter nuisances—finding change, interruptions, etc.—by switching to a straight time payment plan.

"We've found that we can convert 90 percent of our meter buyers into straight credit purchasers," Strachan asserts, "merely by explaining that they may easily change after accumulating the amount of the down payment in the meter. Thereafter, of course, the customer can mail in a check or drop by the store to make her payments. This is more convenient, of course, and has the advantage of releasing salesmen for more calls on additional prospects."

That the system works smoothly may be seen from the fact that there



**3** COLLECTIONS are made by the salesmen who served the customer, thus eliminating professional collectors, incomplete calls, loss of good will.



**4** REGULAR CONTACT with customers gives salesmen a chance to survey other needs. Strachan offers to take old washer in on trade for new one.

## Headache

are now no more complaints from salesmen who at first objected to becoming "quarter collectors" and considered it beneath their dignity. Now, each man capitalizes steadily on the home contacts made possible, and each schedules his daily outside calls to permit plenty of collection stops. One man sold 10 out of 14 refrigerator customers at least one additional appliance, and has possibilities of completing two more. Moreover, all of the 14 are now either mailing in monthly payment checks or visiting the store itself.

"I think one of the most remarkable factors in this experience has been complete elimination of repossession worries," says Strachan. "We haven't had a single repossession under the meter payment plan, chiefly because the salesmen who are doing the collecting have been able to cajole their customers into continuing payments and keeping the refrigerator where financial difficulties had developed. We switch the customer who wants to change over from meter payment to well established systems, such as GMAC or bank financing, and are careful to see that the budget fits the income. Incidentally, in granting appliance buying credit, we demand a thorough credit reference first, which has helped to do away with repossession." *End*



**5** WHEN ENOUGH money has been collected from the meter to equal a down payment, salesmen find it easy to switch customers to regular time plans. This releases salesmen for calls on other prospects.

# Now! Ford Trucks in biggest Economy Run ever made!



## To demonstrate Ford Truck Economy

...THROUGHOUT THE UNITED STATES...IN EVERY IMPORTANT TRUCK-USING VOCATION

...IN YOUR KIND OF BUSINESS, WITH YOUR SIZE TRUCKS!

The Ford Truck Economy Run, most realistic economy study in truck history, is now under way throughout the United States.

It's extensive! Thousands of truck users from coast to coast are making the Ford Truck Economy Run over their regular routes. Every important kind of truck-using business is included.

It's all-inclusive! All Ford Truck models from 95-h.p. Pickups to 145-h.p. Big

Jobs will participate under actual day-to-day working conditions. Detailed records will be kept on operating costs for a period of six months.

It demonstrates Ford Truck economy! The Economy Run will demonstrate for everyone to see, what Ford owners have known right along. Ford Trucks do more per dollar in every kind of truck-using business. And this means they will do more per dollar for you in your business!

Economy—one reason why Ford is America's No. 1 Truck Value! And Value is one big reason why more and more truck users all over the country are switching to Ford. Ford Trucks are making the truck industry's biggest sales gains.

Switch to Ford Trucks to feel the difference—in your pocket-book. See your nearest Ford Dealer today!

*In the long run, too—Ford Trucking costs less because*

## FORD TRUCKS LAST LONGER

Using latest registration data on 6,392,000 trucks, life insurance experts prove Ford Trucks last longer!



*York* room conditioners  
for healthful, clean,  
filtered air all year round  
cooling whenever you need it

*Southern*  
RCA Victor  
45 RPM Player  
Makes your Television Set  
a Phonograph Combination!  
only \$12.95

**HOT WEATHER** is the biggest asset air conditioning dealers have. This perspiring pedestrian who gazes longingly at a room cooler displayed in the window of one of

Dynamic Stores outlets may help to raise New York sales figures to 35,000 units, nearly double last year's 17,215.



## IT'S A BIG YEAR FOR AIR CONDITIONERS

New York area dealers expect 1950 sales to nearly double last year's totals. Here's how several firms are capitalizing on a growing consumer interest in summer comfort



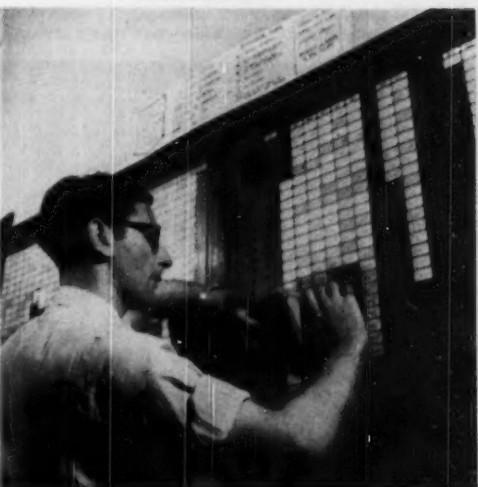
"WE ONLY SOLD 500 units last year, but this year we are backed up by a very powerful selling force—the outside men," said Jack Haizen, until recently general manager of Dynamic Stores, which expects to move about 2,000 room coolers.

"ROOM air conditioners could easily be a second TV—and they have more to offer the consumer—comfort, assured sleep, fresh air, better health, and freedom from allergies."

That statement, made this spring by Fred Vreeland, manager of Macy's houseware department, may not come literally true, but it is typical of the optimism with which many New York metropolitan area dealers faced the 1950 selling season.

In 1949 they had seen slim inventories melt away to nothing under the pressure of a demand stimulated by prolonged hot weather. By season's end 17,215 units (as reported by Consolidated Edison) were sold, almost double the 1948 figure of 9,602 and about 16 percent of the national total. Of those 17,215 room coolers, 5,195 were  $\frac{1}{2}$  h.p. units, 11,592 were  $\frac{1}{4}$  h.p., and 428 were in the one and 1.5 h.p. groups.

By April of this year New York  
(Continued on next page)



CONSTANT TAB is kept on the progress of every outside sale at Dynamic by this card system, which shows at all times what type of sale it is, if credit has been approved, and the physical location of the merchandise.

## AIR CONDITIONERS (continued)



**SHOPPING** in Macy's basement, this housewife is attracted by the big display, can feel the cool breeze, thinks unhappily of her hot apartment.



**PRICES ARE LOWER** than she expected and she looks at several different models with growing interest, thinking that any would look well in her home.

### MACY'S Sells Them Off the Floor

wholesalers and manufacturers were agreed that 1950 sales would top 25,000 units and, weather permitting, could easily total 35,000.

But, as last year, available inventories were likely to be a limiting factor, even though production and allocations had been increased in anticipation of demand.

Lloyd Wasson, president and general manager of York Distributors, declared in mid-May, "We are sold out now. The number of units already delivered and installed this year far exceed the total sold last year. Air conditioners came of age in 1949, but every year since the war we've been sold out."

A spokesman for Carrier Corp. declared the company "way oversold."

In 1949 Carrier sold about 2,500 units in the New York area; this year they received an order from their distributor for 6,500 conditioners.

An official for Philco Distributors said, "Sales since the third week of January have been fantastic and conditioners will be short this year. Lower prices have brought about a tremendous increase in demand for units to go into bedrooms and living rooms."

L & P Electric, local distributors for Fedders-Quigan, set up a sales budget early in the year of 8,000 units. By mid-May sales were running at the rate of 100 a day and promised to exceed supply by August.

The early season start of distributor sales was paralleled by retailer activity. Consumer sales got under way

in April as those who remembered last summer's swelter made certain of this summer's comfort with early purchases. Advertising appeared regularly in the city's newspapers during May; some merchants had floor displays all set up in the same month. Macy's, which last year sold less than 100 units, erected one of the biggest, a four wall cube pierced by eight windows, each containing an operating unit. Unlike most specialty dealers, Macy's had no early season plans for outside selling. "We may resort to it, if necessary," said Fred Vreeland, "but we hope to sell about \$200,000 worth of air conditioners off the floor with extensive newspaper advertising and by providing real consumer satisfaction and service. We are not

worried about price. This is big ticket merchandise and is not bought on impulse. Customers may come in two or three times before making up their minds and we've provided space where prospects can sit down and discuss problems of installation, time payments, unit required, etc." Once Macy's customers have been attracted by the cool display and made a selection from the several working models, the store makes a survey of the home and, if necessary, follows up by telephone.

#### Another Way to Do It

With the world's heaviest floor traffic in its housewares department, where its air conditioners are displayed, Macy's may easily realize its sale goal solely by purchases off the

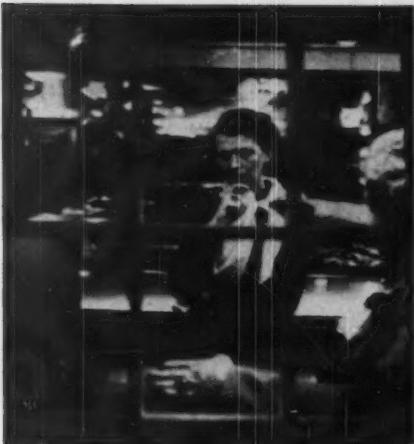
### SUNSET Sells Them in the Home

**LEADS** are obtained by telephone canvassing, TV advertising, or off the floor at Sunset Appliance Stores. The "boiler room boys" line up prospects.



**HOME CALL** follows up on lead provided by telephone canvassing. Salesman Kay tells the prospect what a Carrier room cooler will do for her.





**GETTING INFORMATION** from one of the two expert salespeople, she ponders the cash outlay, wants to know how soon it can be installed.



**TRYING ONE OUT** as the saleswoman explains the features convinces her all over again that the money isn't nearly so important as the comfort.



**HER MIND MADE UP**, the prospect makes the purchase. Macy's will make a survey of her home and install the conditioner within 48 hours.

floor. For specialty dealers it isn't so easy and they have to find their prospects in other ways.

Most retailers who are aiming for volume have outside men ringing doorbells. Just how they choose their doorbells depends on the individual firm. Few are anxious to do cold canvassing and nearly all have some ways of getting leads.

Most newspaper ads appearing prior to this writing have contained return coupons and the store's telephone number. Nearly all have offered "free survey"; some, like Frost Stores and Times Square Stores, have offered up to 10 days free trial on Mitchell room coolers.

Two of the city's biggest dealers, Dynamic Stores and Sunset Appli-

ances, have corps of telephone operators to both receive and initiate prospects' calls.

Sunset, which has had marked success by advertising television on television, has borrowed the technique for air conditioners, plugging the product on its two sponsored TV programs, the Maggie McNeilis show and wrestling matches, and inviting viewers to call right away for a free demonstration.

In its first effort to merchandise conditioners on the McNeilis show, May 3, Sunset received 30 requests for trial installations within 48 hours, a surprising response from a program which appears only from 11 to 11:15 P.M. on Wednesday nights.

According to Joseph Rudnick, secre-

tary, Sunset gets about one-third of its air conditioner leads from TV advertising, the remainder from telephone canvassing and floor prospects in the company's stores. By May 19 enough prospects had been obtained in these three ways to clean out the firm's original inventory of 200 units (Philco, Carrier and Frigidaire) and Rudnick predicted that "If the weather is with us, we'll move about 2,000 units, about 85 percent of which will be  $\frac{1}{2}$  h.p. models."

#### **Weather Is an Ally**

For Sunset, weather is all-important to merchandising techniques. Prospects who ask for free demonstrations don't get delivery on a cold day. "We make sure we deliver when it's hot," says

Rudnick. "Deliveries are usually made early in the afternoon and the salesman calls back about 9 P.M. to close the sale." In most instances Sunset salesmen require a down payment before leaving the unit on trial.

On hot days, the four telephone canvassers in Sunset's "boiler room" concentrate their outgoing calls on air conditioners. Leads obtained are turned over to Sunset's 35 outside salesmen, a group described by general sales manager Irwin E. Wortman as composed "entirely of closers." Wortman, who set up and organized both the outside selling teams and the telephone canvassing operation, has himself sold everything from ice to mausoleums by phone and claims that

(Continued on page 94)

**SUNSET SURVEYS** are made by the salesmen themselves, eliminating any time loss or possibility that prospect may change her mind after decision is made.



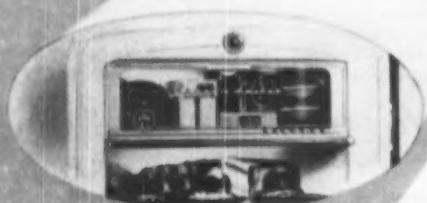
**PROSPECTS** who want to see for themselves what the unit will do without a home trial are taken to the store for a demonstration of efficiency, quietness.



# Great New Spotlight Special! *Gibson*

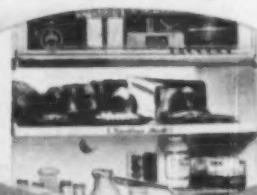
Public favor and acclaim spotlight this superb Gibson Model 1100—a scene-stealer and sales-hit in every dealer's showroom.

Measure its applause in the profits you make. You'll find it's a sure box-office winner—another shining example from the Gibson complete line of spectacular sales successes that helps explain why so many shrewd dealers are switching to Gibson... fast! Phone or write your Gibson distributor (or Gibson direct) for facts about Gibson's SUMMER SEASON SALES-CLOSER CAMPAIGN... and quickly! Ask for profit-packed information on Gibson Ranges and Freezers, too.



**FULL-WIDTH FREEZER LOCKER** →  
Talk about size—This full-width FREEZING cold storage locker holds 40 lbs. of frozen foods. For quick freezing extra ice cubes, too!

*So Easy to Sell  
with Spotlight Features like these!*



**MOIST-WALL FRESH MEAT SHELF** →  
From wall to wall—VERY moist and cold to keep meats juicy, salads fresh and crisp.

**SWINGER CRISP'R** →  
Mammoth size super market Crisp'r for storing fresh fruits and vegetables—swings out at a finger touch, easily moved to your work space.



**BUTTRY** →  
Built right into the door at finger-tip height. Keeps a pound of butter sweet and easy to spread.



**GIBSON REFRIGERATOR COMPANY**  
GREENVILLE, MICHIGAN

Copyright 1950, Gibson Development Co.



# TV SHOW Sells Sewing Machines

Milwaukee Sewing Machine Co.'s amateur program brought in 1800 leads a week, jumped sales 25 percent in the video area

## SEWING DEMONSTRATIONS . . .

**TV SHOW** puts sewing demonstrations, which occupy several minutes on amateur program, into homes where salesmen couldn't get past the doorbell.

To achieve their gross annual volume of about \$250,000, the six year old Milwaukee Sewing Machine Co. uses various business getting devices—radio, newspapers and television; canvassing by salesmen, and company teas to promote their sewing machines to women's groups. They have had two television programs—one 15-minute charm program advertising the Italian-made Necchi and a half hour amateur show advertising the New Home Sewing machine.

Television does have the advantage, according to Andy Smith, manager, of being able to demonstrate a machine in homes where a salesman could not get past the doorbell. By showing how easy the new machines were to use, they uncovered many leads. The second program, which advertised the New Home, increased the number of New Home dealers from 14 to 29, according to the distributor, and he estimated there was a 25 percent increase in volume in the television area. Even New Home dealers across the lake in Michigan reported increased sales.

## Amateur Telecast

Milwaukee Sewing Machine spent \$700 a week for 13 weeks on an amateur television broadcast over WTMJ-TV. This station is estimated to reach an audience of about 225,000. The prizes of \$25, \$15, and \$10 were awarded on the basis of postcards sent in and an average of 1800 per week were sent in. At the end of the 13 week series, grand prizes of \$150, \$75, \$25 and \$12.50 were awarded. In this half hour program from 5:30 to 6 on Saturday, they were allowed 4½ minutes of commercial.

To add showmanship to the commercial, Mrs. Ray Wernsman, in an appropriate costume, demonstrated an 1882 model with her young son Dickie furnishing the power. From this historical shot, the video camera flashed to Mrs. Smith showing how easy it is to make a blouse on a modern machine.

Besides the demonstration, the commercial mentioned the free home demonstration, rentals at \$5 a month, three-

(Continued on page 146)

TRYOUTS for Milwaukee Sewing's half-hour Saturday program are usually held in the store with spectators present and are regarded as sales builders.

## AND AMATEUR TALENT . . .



## SWELL THE PROSPECT LIST . . .

MAILED-IN VOTES for amateur show winners are also prospect cards for manager Andy Smith's 12-man sales force.

## . . . AND LEAD TO SALES

VOLUME has increased about 25 percent since inception of the program. Salesmen like Bob Schaefer give over 20 demonstrations a week, close 75 percent.



"Acceptance: the act of receiving with favor or willingness," says Webster's Dictionary.

Acceptance for a familiar trade name means that people have learned to trust that name as an assurance of honest value and honest quality. An accepted trade name, therefore, is the most valuable asset a product can possess.

In America there are millions of men and women who, in the past 49 years, have learned to trust the name and the products of Kalamazoo.

**DE LUXE HIGH BROILER  
GAS RANGE DH-141**

- Giant 18-inch Thermagic Oven with glass oven door
- Waist-high, smokeless Flame Ray Broiler
- One-Piece uniflow Top—40 inches Wide with built-in Fluorescent Lamp
- Hi-Lo, Multi-Flame Burners
- Porcelain Enameled Burner Bowls
- Cooking Interval Timer
- Convenient Utility Outlet
- Two Roomy Storage Drawers
- Titanium Porcelain Enamel Finish—smooth as glass
- Full 40 in. Wide x 25½ in. Deep x 36 in. High



# America's most Beautiful Gas and Electric Ranges

ADVERTISED IN  
**LIFE**



**COMPLETELY AUTOMATIC  
TWO OVEN ELECTRIC E-143**

- Two Big Ovens—Two Broilers
- Automatic Clock controls Oven, Utility Outlet, and Surface Unit
- Chromalox Units—7 heat speeds
- Two big Storage Drawers
- One-Piece Top with Lamp
- Titanium Porcelain Enamel Finish
- 40 in. wide x 25½ deep x 36 high

In streamlined beauty of styling . . . in up-to-the-minute cooking features . . . in dollar-for-dollar value . . . Kalamazoo 1950 Ranges can't be equalled in the industry! Nine gas models and six electrics offer a complete line in quality and pricing—from the finest de luxe models to outstanding economy values.

Priced and discounted for maximum distributor and dealer profits, the Kalamazoo Line includes gas ranges, electric ranges, combination ranges, coal-and-wood ranges, washers, refrigerators, freezers, gas and electric hot water heaters.

For complete information, write The Kalamazoo Stove & Furnace Co., 455 Michigan Ave., Kalamazoo, Mich.

HOME APPLIANCES

**KALAMAZOO**  
HEATING EQUIPMENT



Refrigerators—Through 9 cubic feet models



Pressure Cookers—4, 8, 12, 16 cubic feet



Washers—Front all-new models

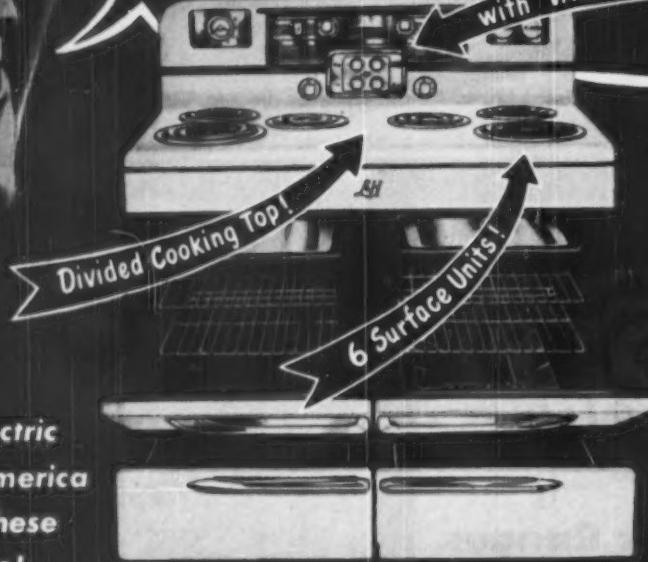


Combination Ranges



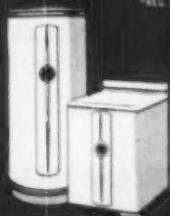
# THE LECTRO-HOST TWO-OVEN RANGE

with VARI-SPEED switch control!



The ONLY Electric  
Range in America  
with All These  
Features!

DEALERS EVERYWHERE report the Lectro-Host Model No. 8846 a stand-out—a sell-out! And no wonder, with all these features—two extra large ovens complete with full width smokeless hi-broilers. Four Vari-Speed (no fixed heats) surface units, two 7-heat units. Monotube units tilt back for easy cleaning. Automatic time control, electric clock, and fluorescent range lamp. Just one of the many profit-making ranges available in the Lectro-Host line!



REG. U. S. PAT. OFF.



## MORE PROFITS!

are yours when you feature the Lectro-Host line of appliances. Your profit margin is larger, your prospect audience, too!

## MORE SALES!

are easy to make because women want the many features found in Lectro-Host appliances. Stock and display the entire Lectro-Host line. Remember, the customer who wants a range may often need another appliance, too. Show them all and you'll make several sales instead of just one.

## MORE ADVERTISING!

month after month more advertising in National Magazines reaching millions of readers—plus dealer aids galore to direct customers to your store to see these products of unexcelled reputation!

# The Gift Shop Method Sells

You can buy a toaster engraved with your name at Bromberg's in Birmingham. Such personalized services, plus a complete stock and an unusual selection, account for one of the biggest electric housewares volumes in the state.

A DISTINCTIVE store with a distinctive clientele—that's Bromberg's of Birmingham, Alabama.

By concentrating on unusual selection, striking displays, completeness of stock and personalized service, the Birmingham firm annually counts up one of the largest volumes of small appliance sales in the state.

"We use the gift shop method of selling electric housewares," explains J. L. Bumpus, manager of the department. "That means emphasis is placed principally on such factors as completeness of selection and the unusual. It also means a great deal of effort on our part to 'personalize' the items we sell."

Customers know and appreciate this practice of "personalizing" small electrical items purchased as gifts. It works in many ways. For example, several portable radio sets have a plate on the outside of the case. Bromberg makes a hit with its customers by engraving the name or initials of the recipient on this plate. If the buyer desires, other electric housewares such as toasters, waffle irons and coffee makers may also be engraved.

"This service adds the personal touch to a gift and always makes the

one who receives it more appreciative. It also brings the buyer back for other purchases," says Mr. Bumpus. "The personal service angle also is reflected in our practice of assuring the gift receiver of demonstrations, guarantees and service on such gift items."

#### *Unusual Is Emphasized*

Just as a gift shop distinguishes itself by its ability to present the unusual in merchandise, so Bromberg's conducts its electric housewares section. Customers are really afforded a choice of the unusual. In kitchen clocks, for example, a wide variety of shapes and sizes ranging from "teapot" clocks to the Sessions "Pierre" clock (shaped like a chef) are offered. The radio display presents one of the best fields for the unusual. Featured here are student desk radios which fold like a book; sets done in gold tooled leatherette; the new Zenith portables with wavemagnet, sets with chrome trimmings, and other unusual designs.

"Frankly, we try to direct our appeal to the discriminating shopper and the gift buyer usually is in this classification," explains Mr. Bumpus. "This policy demands only the best quality in everything we sell. It also demands

that we establish ourselves with the buyer by catering to his particular needs or tastes. This we do by reaching him with advertising on all occasions where gift giving is paramount."

A promotion schedule is followed closely by the firm in advertising gift items in electric housewares. Occasions such as graduation, Valentine Day, Mother's Day, Father's Day, Thanksgiving, and Christmas all get special attention in advertising and display.

Bromberg's ability to reach and deal with the "carriage trade" is made possible by various services designed toward that end. The appliance center frequently features Sunday afternoon radio or television concerts and invited guests are welcomed into the luxurious listening quarters. Nothing is sold or demonstrated at these concerts; but the guests may see and inspect the wide variety of objects on display.

#### *Display Is Big Factor*

The presentation of merchandise is a big factor in the selling program of the store and extra attention is paid to all displays connected with the appliance department. The firm boldly advertises as "The South's most beau-

tiful appliance center" and works to live up to the slogan. Small appliances are grouped by classification and displayed on shelves designed in harmony with the carpets, drapes and other decorative features of the department. The center features a complete line of ranges, refrigerators, ventilation equipment and other major appliances in well worked-out displays which accent rather than dominate the smaller units. Also handled by the firm and used to emphasize the gift shop atmosphere are such items as coffee sets in chrome and hammered aluminum, and vitreous ceramics, most of which are handpainted copies of expensive originals.

The big Birmingham firm started business in 1836 when the state was in its infancy. For decades it operated solely as a jewelry store but has since branched into other fields and offers appliances, paintings, gift objects, photographic equipment and other wares in addition to the jewelry department. The entire fifth floor of the handsome steel, concrete and marble building is devoted to the appliance department. Indirect lighting, the best in interior decoration and air-conditioning give it the distinctive appeal it holds for discriminating shoppers.

End

COMPLETENESS OF STOCK is an important phase of the gift shop technique and is applied to electric housewares from clocks and irons to space heaters.



FEATURING THE UNUSUAL is a Bromberg policy which even includes small radios; some resemble books, others are finished in gold leatherette or in chrome.

PERSONALIZED SERVICE means careful attention to the shopper's needs as well as gift wrapping, nameplates and engraving, claims Manager Bumpus (left).



DRAMATIZED DISPLAYS maintain importance of electric housewares, prevent over-shadowing by major items. Convenient outlets facilitate demonstrations.

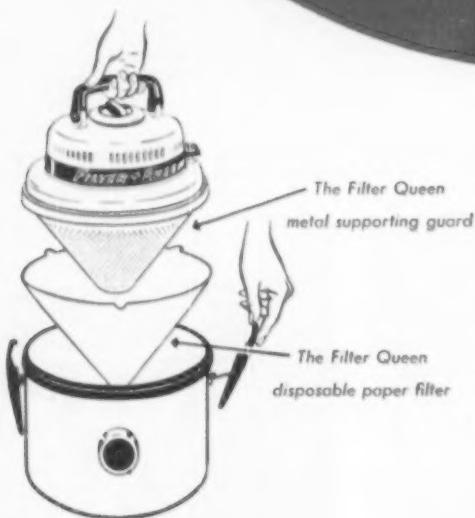


# FILTER QUEEN



## patent \* upheld!

\*U.S. Patent 2198568



The Filter Queen  
metal supporting guard

The Filter Queen  
disposable paper filter



Good Housekeeping Seal



Parents' Seal

Ad No. HM3-50

JULY, 1950—ELECTRICAL MERCHANDISING



After three years of litigation, the unanimous decision of the higher court has been given. The United States Court of Appeals for the Seventh Circuit held the Health-Mor and Yonkers Filter Queen patent valid and infringed by the Lewyt Cleaners and thereby reversed the judgment of the lower court.

Now that its patent rights have been upheld by the higher court, Health-Mor invites inquiries from dealers for exclusive franchises on the sale of Filter Queen...the *first* commercially successful bagless vacuum cleaner. Please address inquiries to Health-Mor, Inc., Department K, 203 North Wabash Avenue, Chicago 1, Illinois.

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**THE FIRST SUCCESSFUL BAGLESS VACUUM CLEANER**

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# Fool Proof Range Selling

A six-point sales story enables the Dauberts of Louisville, Ky., to sell electric ranges against stiff competition without making use of any tricks or special promotions

**T**HREE are at least six fool-proof ways to sell an electric range, according to the Dauberts of Louisville, Ky. There may be other ways, of course, but the Dauberts have been in business for 36 years and ought to know the score.

Henry and Karl Daubert run the firm's appliance business at 1126 Bardstown Road in suburban Louisville. They are specialists in all kinds of General Electric appliances—just the way their father, now 79 and still fairly active in the business, was before them. But they have made a particularly good record in selling electric ranges in a city where gas competition is pretty stiff.

"We don't do anything spectacular," says Karl Daubert, spokesman for the firm. "We haven't used any tricks or special promotions at all, but rather adhere to straight competitive selling principles. For years, Louisville was considered a gas city, but in the final analysis, since we are electrical appliance dealers, we like to sell electric ranges and we have had a steady sale of them. There's no secret about the way we sell them."

First, says Mr. Daubert, there's the straight comparison method. The Dauberts keep six electric ranges and six gas ranges on their display floor at

all times. Their idea is to give the buyer a chance to make his own comparisons and his own choice. The customer may operate the ranges himself, examine every gadget on them, weigh the actual appearance of the appliance, study its controls, then ask his questions.

In most cases, the buyer will select the electric range, says Mr. Daubert, because it sells itself in showdown competition. The final clincher comes when the customer, having compared both ranges, asks the dealer which is his own preference. And Mr. Daubert significantly says, "I use an electric range in my own home." What better sales clincher can a dealer use, he asks?

The second sure-fire way to sell an electric range is to break down the customer's resistance by providing him with the facts on the cost of operation, according to Mr. Daubert.

#### Two Dollars a Month

"When a buyer mutters something about the cost of operation," says Mr. Daubert, "we come right out with the flat assertion that it will cost approximately two dollars a month. That's an eye-opener to most people, but it is a fact. Two dollars a month isn't much and the buyer knows it. It's a sort of

magic figure and can almost be guaranteed, and the mention of a specific sum is far better than merely saying that costs won't be very high."

#### Advantages Must Be Cited

Item number three in the Daubert selling technique is the presentation of advantages in the electric way of cooking. It's safer, cleaner, more economical and has many other advantages which should be presented, not as mere words and phrases, but as actual selling inducements. For example, he points out, merely to say that an electric range is safer and to go on to another point, is to miss the opportunity to stress this factor to homeowners who have small children who inevitably begin to tinker with the stove.

"If a dealer makes a selling point, he ought to establish it by thoroughly explaining it," says Mr. Daubert. "Thus, if he claims an electric range is cleaner or more economical, he ought to be able to prove it to the satisfaction of the buyer. This is a matter of straight selling and of providing the customer with information he is entitled to have."

The fourth fool-proof method of selling electric ranges, according to Mr. Daubert, is by utilizing those who

have already bought ranges. In addition to the three Dauberts, other salesmen of the firm have electric ranges in use in their own kitchens, many of them for more than 15 years. This is proof for prospective buyers that appliance salesmen themselves believe in and constantly use electricity in cooking.

#### Home Is Showroom

The Daubert salesmen do not hesitate to invite a prospect into their own homes or into the homes of agreeable friends who have purchased electric ranges, to allow the prospect to see for himself the convenience, economy and speed of operation of the electric range.

"Many a range has been sold," Mr. Daubert says, "because a housewife saw one like it in operation in a friend's kitchen. A housewife usually won't object when you ask her if you can bring a prospect by to see her kitchen—in fact, it usually flatters her. A good salesman can turn a long-time customer into a friendly selling asset if he goes about it right."

Point number five in the Daubert list of ways to sell electric ranges involves a question which has caused many a dealer to reach for the aspirin  
(Continued on page 96)



**FEATURE BY FEATURE**, Henry Daubert goes over an electric range for a prospect, giving her a detailed comparison with flame models. This straight comparison, say the Dauberts, usually results in a sale for electricity.



**COST OF OPERATION** is one advantage of electric ranges, claims Karl Daubert. He proves it with a receipted electric bill, tells prospects operating cost averages \$2 a month.



**TRAFFIC FROM GIVEAWAYS.** A pleased Jackson housewife receives a free key from a frozen food store which she will take to Nelson's. If it fits the lock of a freezer there she'll win a bag of frozen food.



**TRAFFIC FROM TIE-INS.** Newlyweds, featured in a "Week with a Bride and Groom" story run by a Jackson newspaper, visit Nelson's to provide a promotionally successful tie-in with the widely-read story.

## BRINGING IN THE NEIGHBORS . . . works for Nelson's of Jackson, Miss., which builds traffic with sidelines, tie-ins and giveaways

In the up-and-coming central Mississippi area many merchants have posted signs for the benefit of the passing motorist, reading: "If you can't stop—wave at us, anyway!" It's a friendly gesture and it makes everybody feel good, but basically it's a smart merchandising move.

This appeal to get traffic and to establish cordial relations between seller and buyer has been an important factor in the rise of Nelson's, Inc., one of Jackson's leading appliance firms. You won't find the sign we have described in front of Nelson's, but if you talk with the firm's energetic and progressive partners, you'll learn of a variety of promotional stunts which have brought in solid business for them.

A. E. May and E. E. Jackson, who own and operate the business, know that traffic means sales.

### Sport Goods Help

"The store is the focal point of our traffic-pulling efforts," says Mr. May. "Take a look over there at the left side of the store—two entire sections are devoted to sporting goods alone. The appliances we sell as a direct result of that sporting goods department run into big figures. Why? Well, we know that if we took a census of the residents of Hinds and Rankin Counties—our trade territory—we'd find at least half of them are fanatics on fishing and hunting."

"A man walks in to look over a new fishing rod. If he has his wife with him, she's bound to drift over to a new appliance while he talks fishing with the salesman. First thing you know, she's interested in a home freezer or a refrigerator and if he objects, she's helping us sell it by pointing out to him that a freezer is just the thing for him to store his fish in."

"Then again, the kids bring their mothers in when they want to buy a new baseball mitt, bat or glove. That's the cue for Miss Helen Miller or Mrs. Louise Davis, our home economists, to go into action. We've sold many an appliance to many a mother who came in with her youngster to buy a baseball glove."

"Our efforts to get traffic into the store are numerous and continuous," says Mr. May. "Only recently, we got waist deep into a General Electric home freezer promotion plan which drew at least 12,000 into the store during a two week period. The plan was to tie-in with the 14 Jitney Jungle stores in this area in promoting frozen foods. The stores posted banners reading 'Get your lucky key here', and when the customer investigated, he found he could take his free key to us here and get a chance to open a home freezer locked with two big chains and a padlock. If his key opened it, he got a \$7.50 bag of frozen food free."



**TRAFFIC FROM DEMONSTRATIONS.** A. E. May, partner with E. E. Jackson in Nelson's, stages a demonstration with an ironer at one of the firm's laundry schools to prove that "even a mere husband can operate one."

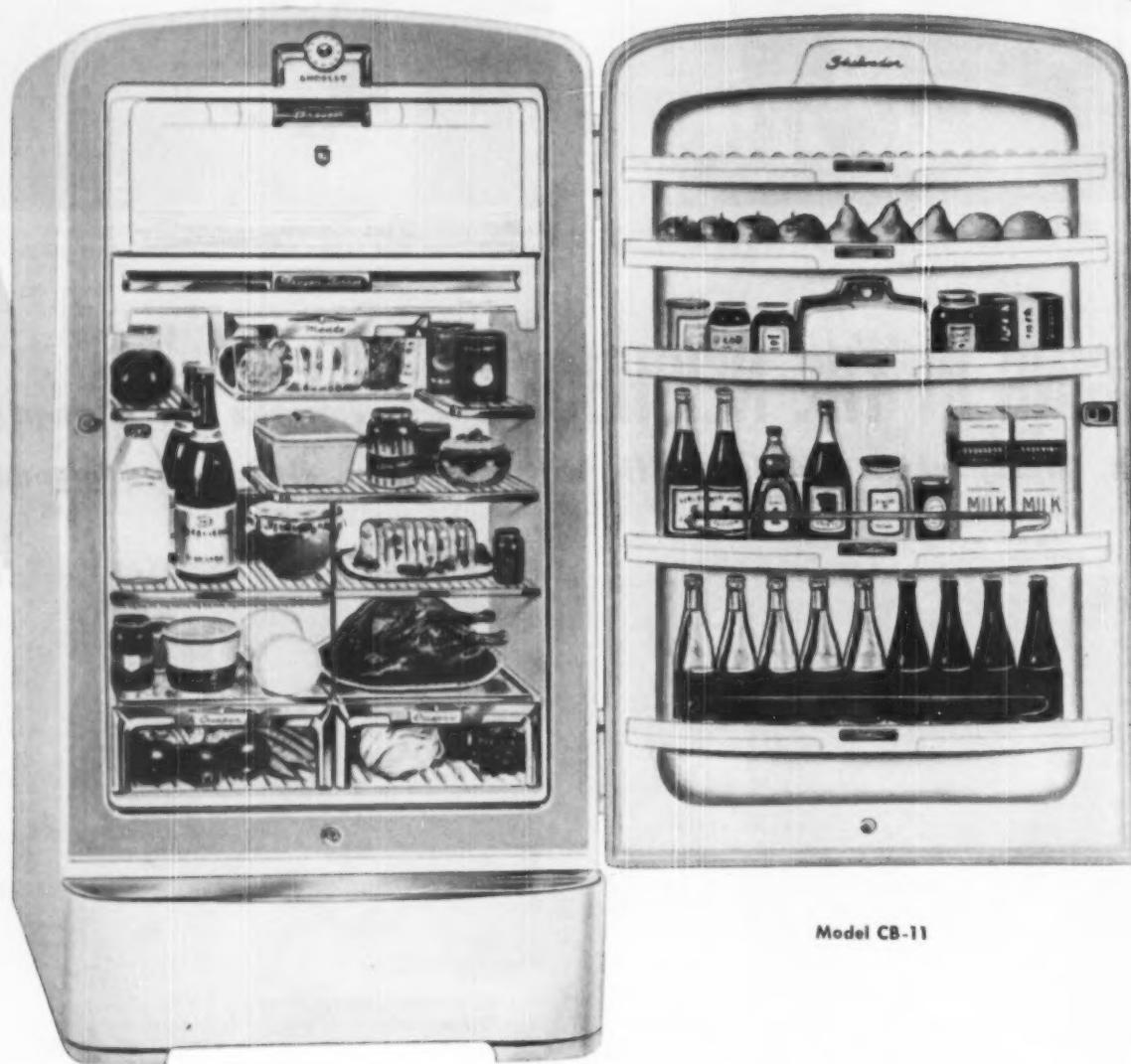
"The response was terrific because the advertising and promotion were terrific. Something for nothing always sounds attractive. We made it sound so attractive, we had 'em coming in by the dozens and in steady streams. Six spots daily on the radios and ads in the daily newspapers did the trick. And we started talking home freezers the moment a key holder put in his appearance. As a hang-up end to the

promotion, we closed with a home freezer school conducted by two expert economists from the Mississippi Power & Light Co. That traffic-getter paid off handsomely in heavy sales of freezers and gave us a fine prospect list for months to come."

The owners of Nelson's, Inc., seize almost every opportunity which comes along, to tie in with promotions which  
(Continued on page 88)

# 1950 SHELVADOR\* WINS

*The Fashion Academy*



Model CB-11

1950 marks the first time ever that the New York Fashion Academy has awarded its Gold Medal for style leadership to a refrigerator. To Crosley Dealers—who have seen the enthusiasm of American women for the 1950 Shelvador—this Fashion Academy

award is no surprise. They regard it simply as further evidence of the way in which Crosley products, policies, and planning are making Crosley the most talked-about name in appliances and electronics. Let Crosley make 1950 your banner year!

# NEW LAURELS

## Gold Medal Award



### FASHION ACADEMY

612 FIFTH AVENUE AT 62<sup>nd</sup> ST. - NEW YORK 21  
EMIL ALVIN HARTMAN, DIRECTOR - REGENT 7-0231-2



April 28, 1950

Mr. William A. Blees, Vice President  
Crosley Division Avco Mfg. Corp.  
1329 Arlington Street  
Cincinnati, Ohio

Dear Mr. Blees:

It affords me a great deal of pleasure to advise you that the 1950 Shelvador Refrigerator has been chosen to receive the Fashion Academy Gold Medal Award for 1950.

Because Crosley has gone beyond the functional requirements of the modern refrigerator and has imparted to its Shelvador exceptional features in the design of both interior and exterior; because it has given it new sleek lines that spell beauty and smartness; and because it has embodied that subtle touch of fashion appeal in its entire structure, we feel it merits this honor.

In bringing the new Shelvador refrigerator into the well-coordinated kitchen of the modern home, Crosley has complimented the good taste and style awareness of our fashion-wise homemakers and has contributed another milestone to the art of better and more gracious living.

Sincere congratulations to you.

Cordially yours,  
*Emil Alvin Hartman*  
Director, FASHION ACADEMY

EAH.g

Better Products for Happier Living  
CROSLEY DIVISION  
Cincinnati 25, Ohio  
SHELVADOR\* REFRIGERATORS . FREEZERS . ELECTRIC RANGES . STEEL KITCHEN CABINETS  
SINKS . GARBAGE DISPOSERS . ELECTRIC WATER HEATERS . RADIOS . TELEVISION



Only  
**CROSLEY**  
gives you the  
**SHELVADOR\***

# SIX BIG REASONS WHY

## Rittenhouse DOOR CHIMES ARE YOUR BEST BUY!

UNEQUALLED, DISTINCTIVE CATHEDRAL TONE



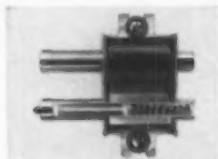
STYLED FOR CUSTOMER ACCEPTANCE

RD-72 STANDARD DISPLAY  
THERE'S A RITTENHOUSE DISPLAY FOR EVERY TYPE STORE

TROUBLE-FREE OPERATION

Get into the profit-making door chime business with an attractive display board. Your customers will see and hear the various models and actually sell themselves. Now you can get a new display board for the price of the chimes alone. Several boards to choose from, completely wired, with transformers, push-buttons, and plug-in cords.

A MODEL FOR EVERY TYPE HOME



OVER A MILLION SATISFIED USERS

### RITTENHOUSE FLOATING PERCUSSION UNIT\*

This exclusive Rittenhouse "first" makes possible for the first time—smooth, quiet, chime operation. No more objectionable hum or buzz... no more sticking plungers.

In actual laboratory tests, a Rittenhouse Floating Percussion Unit received the equivalent of 1470 years of normal use and is still giving mechanically perfect, trouble-free operation. NO RITTENHOUSE DOOR CHIME WITH A FLOATING PERCUSSION UNIT HAS EVER BEEN RETURNED TO US FOR SERVICING BECAUSE OF A JAMMED OR STICKING PLUNGER.

Rittenhouse dealers spend their time selling not servicing, thanks to the top quality and value in every model. Liberal mark-ups, sales and promotional help, and national advertising make Rittenhouse Door Chimes profitable for you. Write today for complete information.

\*Available on most models.

THE RITTENHOUSE CO., INC.



300 Owen St., Honeoye Falls, N. Y.

DOOR CHIMES • BELL AND SIGNALLING TRANSFORMERS  
ELECTRICAL PRODUCTS

Est. 1903

## SOUNDING OFF

Quotable excerpts from recent speeches

**R. J. SARGENT**, manager, laundry equipment department, Westinghouse Electric Corp., in a speech in Chattanooga:

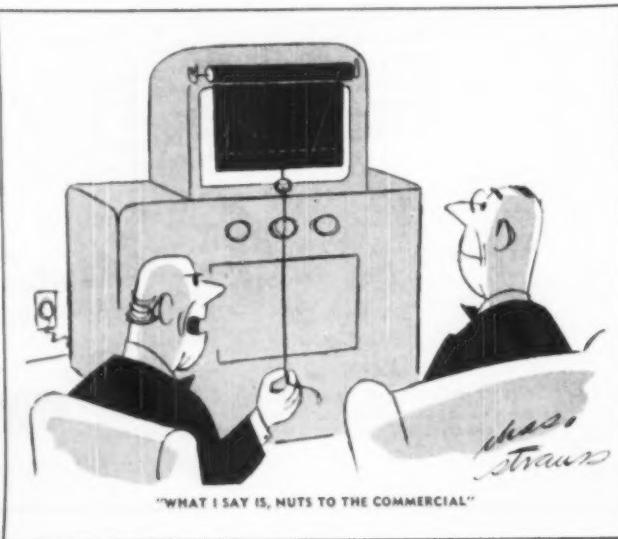


"How do you go about developing the sale of appliances that are in free supply? Really the formula is not very complicated. It is time-tested. Actually it basically breaks down three ways. (1) Build a sales organization. (2) Train that organization to sell the right way. (3) Pay that organization on an incentive basis. . . . It isn't always the old timer who sells merchandise. Remember there are young men reaching working age each day in your city. Hire some of these men and mold them into the right way to sell. . . . No salesman should be allowed to attempt a sale until he has received a thorough training on your products and understands good selling procedures. If this is not done he will be ruined from the start and also will kill some sales for you. . . . A salesman who is not working for a commission is a man without an incentive. The smell of an extra dollar is a terrific stimulant. You like the odor; so does any man."

**LEONARD F. CRAMER**, vice-president, Allen B. Du Mont Laboratories, Inc., in a speech at Boston, Mass.:



"Nineteen-fifty could be very easily a two billion dollar year. Suppose we consider what 5,000,000 television sets made and sold this year would mean to the national economy. They would represent a total expenditure of \$1,250,000,000 by the American public. Add another 10 percent for servicing, antennas, parts, etc. and the figure rises to \$1,375,000,000. Assume also that radio-phonographs will continue to be sold at about the 1949 rate. That adds up to \$400,000,000 if we reckon five percent more for servicing and repairs. Thus, the television-radio industry would account for \$1,775,000,000 in retail trade or nearly one percent of the nation's disposable income of \$192 billion (the 1949 figure). These figures are conservative for it is entirely conceivable that 1950 TV output and sales will go as high as 6,000,000 units and my percentage factors for servicing might be a bit low."



PRICED RIGHT FOR SUMMER SELLING

# 2 Big ROYAL Deals!

... Money-Saving Bargains for July & August

Deal No. 1

SAVE \$20<sup>00</sup>

A sales-building tonic that will help increase your store traffic and provide a logical step-up for larger, even more profitable unit sales.

This ROYAL Model 153-P, is an efficient motor-driven brush cleaner that you can offer with full confidence. Royal's Deal No. 1 will help increase cleaner sales for you during the hot summer months.

1950 Model 153-P Regularly \$39.95  
During July and August ... ONLY \$29.95\*  
SAVE \$10<sup>00</sup>

Deal No. 2

FIRST TIME OFFERED!

at this Amazingly Low Price ... ONLY \$29.95\*

1950 ROYALAIRe Model 278-S

Has more power than some cleaners selling at double its price. Women have discovered in this new ROYALAIRe a sturdy, efficient cleaner at a modest price. At this special price, ROYAL Dealers will sell many thousands during July and August. As shown, \$29.95.

\*Suggested Prices.  
Slightly higher  
South and West.

HURRY!  
HURRY!  
HURRY!  
This offer  
positively  
expires  
August 31

TIE-IN ... Contact your ROYAL Distributor today!

ROYAL VACUUM CLEANER CO. • Cleveland 8, Ohio

## ROYAL TOOLS

Model 245  
Regular Price \$14.95

**PLUS**  
a \$7.50  
ROYAL  
Power-Driven  
FLOOR POLISHER  
Total Value  
\$22.45

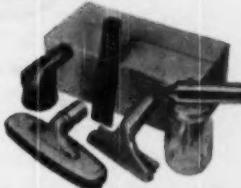
**SALE PRICE**  
**\$12.45\***  
(When purchased  
with cleaner  
during this sale)



SAVE \$10<sup>00</sup>



REPLACEMENT OR REFUND OF MONEY  
Guaranteed by  
Good Housekeeping  
IF NOT AS ADVERTISED THEREIN



## Model 288 CLEANING TOOLS

Regular \$12.25 Value

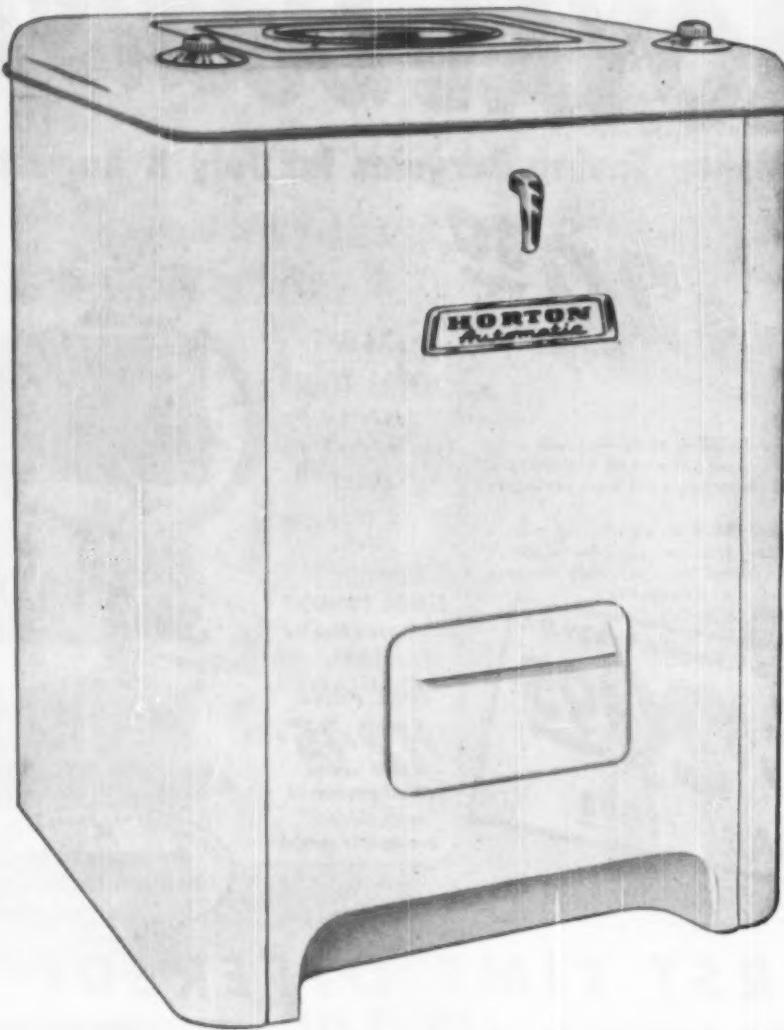
Floor and Wall	Brush . . . Reg.	\$4.50
Round Brush . . .	Reg.	2.50
Sprayer . . .	Reg.	2.75
6" Nozzle	and Brush . . . Reg.	1.75
Crevise Tool . . .	Reg.	.75
		\$12.25

ONLY \$7.95\*



**ROYAL**

leads the world for value



## Horton Automatic Model 500

*has everything—plus the  
exclusive double tumble  
washing action*

**HORTON**  
Manufacturing Company

Fort Wayne, Indiana

CANADIAN DEALERS: The name HORTON ELECTROHOME distinguishes  
Horton designed products made and sold by Horton's affiliate—Horton Electro  
Home Industries, Ltd., of Kitchener, Ontario.

## Bringing in the Neighbors

—CONTINUED FROM PAGE 83—

may mean greater sales to the firm. One example was a recent "Week With A Bride And Groom" story, which a leading Jackson daily newspaper, *The Clarion-Ledger*, ran as a feature. The newlyweds were pictured on their shopping tours, their search for living quarters and in other preparations for homemaking. Messrs. May and Jackson were right on the ball and when the story appeared describing the honeymooner's search for home equipment, Nelson's Inc., was the store which was shown and written about as the shop where freezers, kitchens and laundry equipment were demonstrated.

### Other Bridges Follow

"It made a good impression on brides," Mr. May recalls. "Several of them followed the lead of the newspaper's couple and came right down to see what we had to offer. I don't need to add, we had plenty and offered it."

Nelson's, Inc., is an attractive store. Located at 125 So. Lamar St., it is only one half block off the city's main business street. The 40 ft. by 100 ft. building is air-conditioned and contains excellent facilities for displays. A first class service and repair department with factory trained personnel, services all appliances which the firm sells.

End

## How Much Will You Make in 1950?

—CONTINUED FROM PAGE 63—

hardware firms 7.04 percent, jewelry 8.1 percent, variety stores 11.2 percent, and plumbers 26.07 percent.

### What Will You Make?

This is the way it stood at the beginning of 1950: If you sold an average of \$1,500 per month, the cost of the appliances you sold totaled about \$939, you paid out \$90 in wages, your total expenses came to something like \$398, leaving you with a total net income of \$163 per month. The dealer who stepped up his sales to \$36,000 annually, sold on an average of \$3,000 in appliances each month, for which he paid \$2,099. His wage costs were \$171, his total expenses \$624 and his profits \$277. When total sales reach a figure of \$6,000 monthly, the sales cost is about \$4,265, wages amount to \$601, total expenses are \$1,240 and net profits \$495. The slowly tightening profit squeeze will probably have slightly decreased these profits for all concerned by the end of 1950. In other words, the small dealer is going to have to step up his activities and to do more business if he wants to make himself a living wage.

End

**QUALITY**

★

**MODERATE PRICE**

★

**EYE APPEAL**

are behind the fast-moving

sale of EKOTAPE

Pla-mate tape recorder

**FEATURES**

✓ **TONAL QUALITY**

The EKOTAPE Pla-mate has better tone quality than the finest AM Radio.

✓ **PORTABILITY**

Complete with microphone, cords and extra reels of tape, its light weight and small size make it easy to handle.

✓ **ECONOMY OF OPERATION**

The 3 1/4" per second tape speed and "twin-track" recording give two-hour playing time with a seven-inch reel of tape, one hour with a five-inch reel of tape.

✓ **VERSATILE RECORDING EQUIPMENT**

The Ekotape Pla-mate is designed and manufactured to the same high standards of quality that have made larger Ekotape models first choice of professional users.

✓ **SIMPLICITY OF OPERATION**

One central control selects tape speed and direction... fast forward... standard forward for recording and playback, or fast rewind. A separate record-playback control eliminates any possibility of accidentally erasing a recording.

✓ **APPEARANCE**

It's a beauty. The two-tone, acoustically correct cabinet is as smart as a piece of fine luggage. The harmonizing control panel with accents in satin finish aluminum makes the Ekotape Pla-mate as fine in appearance as in performance.

✓ **ACCESSORIES**

The Ekotape Pla-mate is furnished completely equipped with a microphone and cord; cord for connecting the recorder to external speaker, radio tuner or record player, and one five-inch reel of tape.

*Introducing  
the new*

**WEBSTER ELECTRIC**

**Ekotape**

*Pla-mate*

**Tape Recorder**

**\$156<sup>50</sup>**

*Now Available*—A smart new tape recorder that combines fine playing quality with beautiful appearance and moderate price. You can recommend the EKOTAPE

Pla-mate with confidence; it is one of the finest in the lightweight portable tape recorder field. Its simple, easy operation and excellent tone quality make it a favorite with businesses, schools, churches and homes. National advertising is covering your prospects, helping to create sales for you. Place your orders now and enjoy this profitable business . . . write today for a demonstration of the Ekotape Pla-mate, finest of the portable tape recorders.

**WEBSTER**  
RACINE



**ELECTRIC**  
WISCONSIN

Webster Electric Company, Racine, Wisconsin. Established 1909

"Where Quality is a Responsibility and Fair Dealing an Obligation"

# SOUND REASONING



**WHY  
SNO-BREEZE  
AIR COOLERS  
SELL FASTER AND GIVE  
LASTING SATISFACTION  
TO CUSTOMERS**



41 YEARS of air conditioning leadership.



Finest tooling and modern machinery with latest production techniques assure top quality at lowest prices. The best air cooler value money can buy.



A model for every requirement, the most complete line of sizes and models ever offered the trade.



Sound backing with eye appealing, confidence building, modern and complete sales aids.



Dynamic nation wide newspaper, radio and magazine advertising.



Advertised in LIFE, TIME, BETTER HOMES & GARDENS, HOUSE BEAUTIFUL and others. Heard on coast to coast radio networks.

**Why not sell the fastest moving, profit making winner — SELL SNO-BREEZE.**

**PROVEN BEST BY FIELD PERFORMANCE TESTS**

*Write today for free literature.*

**PALMER MFG. CORP., Phoenix, Ariz.**

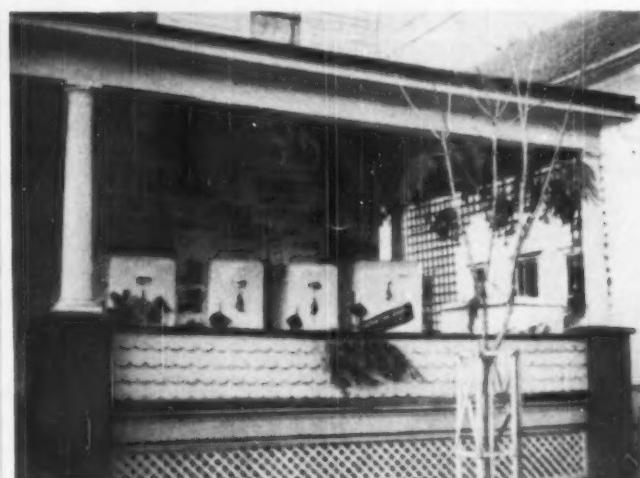


## Electrical Merchandising APPLAUDS . . .



R. D. McPHERSON

. . . whose appliance business totalled \$50,000 last year despite the fact that his one-man operation is centered about a small store three miles outside of Ionia, Mich. When things slacken up around the store, Mr. McPherson goes after rural business in his pick-up truck. On longer selling trips he attaches a trailer to the truck, enabling him to spend two or three days away from home. Standard equipment on the truck is a bow and arrows. After talking appliances with a customer, Mr. McPherson is likely to disappear into the woods deer-hunting. Toughest part of his care-free operation is handling heavy merchandise without a helper. His wife helps him spot a dolly under the appliance which he then wheels up a ramp to the truck. Unloading the merchandise entails recruiting the help of men-folks around the house to which it is delivered.



**STRAUSER ELECTRICAL SALES AND SERVICE**

. . . whose 68-year-old proprietor, H. Frank Strauser, uses the porch of his home to supplement limited display area in his downtown store. His belief in the value of adequate display room (he uses space on the sales floor of the Pennsylvania Power & Light Co. in addition to his store and front porch) is matched only by his enthusiasm for cold-canvassing. Not content to rest on honors won last year (when he was named the outstanding dealer in the area by one of his distributors), he began 1950 by selling and delivering three home freezers on New Year's Day. Several weeks ago a curious distributor salesman went along with Strauser for a single day to "see how he does it". By evening the refrigerator and freezer Strauser had loaded on his pick-up truck that morning for "demonstrating" had been sold and he had arranged to deliver a second freezer on the following day.

**Look to  
TIME  
SALES  
for Volume**

**Switch to  
COMMERCIAL  
CREDIT  
for SERVICE**

That's the program for booking your business solidly into the black in the coming months.

Doubtless you know all about the big part that time payment buyers are going to play in your future. There's where your folding money will come from. And Commercial Credit Plan financing will help you reap the most of it.

But maybe there are some things about Commercial Credit Plan financing you're not hep to.

No other financing connection you can make . . . national . . . sectional . . . or local . . . can give you all the advantages, wholesale and retail, that you'll get from Commercial Credit.

And as a plus, to make these advantages pay off to the full, Commercial Credit gives you experienced service in credit investigation and collection . . . service developed through nearly forty years . . . to protect your merchandising profit.

So . . . how about giving the Commercial Credit man a ring and letting him tell you about some good things you may be missing.



**Helps Dealers Make  
More SALES  
More PROFITS  
More SATISFIED  
CUSTOMERS**

**COMMERCIAL CREDIT  
CORPORATION**

A Subsidiary of

Commercial Credit Company Baltimore, • Capital and Surplus Over \$100,000,000  
MORE THAN 300 OFFICES IN PRINCIPAL CITIES OF THE UNITED STATES AND CANADA

# How Superflame Dealers Sell Space Heaters By The Hundreds!

**Superflame Loaded Both Barrels . . . Heavy Dealer Stocks Cleaned Out . . . Sales Hit New High**

THEY'D never seen anything like it. From every part of the country came similar success stories. "Sold entire stock first day of promotion."—"Sold 65 Superflames the first day."—"Sold 80 Superflames the first week."

Last fall, Queen Stove Works, Inc. teamed up with their distributors and dealers and developed a new kind of sales promotion on Superflame heating appliances that opened everyone's eyes. Just how successful it was is evidenced by the fact that four weeks after the promotion started the factory was operating round-the-clock trying desperately to keep up with the flood of dealer orders that kept pouring in. And all this happened at a time when space heaters were available in almost unlimited quantities.

## How It All Happened

Last summer, the prospects for fall space heater sales didn't look good. Some brands were being dumped at sacrifice prices. Officials of Queen Stove Works, Inc. decided to reverse the trend and to launch a startling, new, aggressive all-out promotion. In order to make this promotion one of the greatest in space heater history, they decided to offer their new Superfan portable blower (regular list price \$34.95) as a gift to purchasers of any Superflame Space Heater or Floor Furnace selling for over \$59.95. Shortly before August 1st dealers were supplied with complete sales kits containing window banners, counter cards, newspaper mats, etc. Immediately after receiving these kits, dealers started their advertising. What happened after that is a matter of history.



"The most successful newspaper advertising we ever did!" is typical of reports received from Superflame dealers. Pictured above is one of the powerful newspaper mats included in the "Gift Superfan" promotion kit.

## Superflame Dealers say:

These are excerpts from just a few of the hundreds of dealer letters of appreciation in our files.

"Thanks for being FIRST WITH THE MOST. First with the best oil heater promotion deal—and 'most' for our oil heater customer's dollar. We sold more Superflame Oil Heaters than in any previous years." (Signed, L. W. Johnston, Johnston's Hardware, La Plata, Missouri.)

"...the best money making deal that was ever offered a dealer. This, with the Fuel-Saver feature, enabled us to outsell and out-demonstrate all heater competition! The day the ad broke we sold 53 heaters, and that is profit!" (Signed, Stewart Greenley, Greenley's, Flint, Michigan.)

"Sales resistance and competition were overcome with this promotion. Your advertising aids were an honest inducement to raise sales." (Signed, S.R. Passell, Premium Coal & Oil Company, Cincinnati, Ohio.)

"Our sales of Superflame Heaters for 1949 were over 250 units. Thanks to the 'Gift Superfan' Promotion! We never had anything break like this! Our first day we made 14 sales." (Signed, Anton Christensen, Christensen's Appliance Stores, Ames and Nevada, Iowa.)

"The 'Gift Superfan' Promotion met with tremendous acceptance. Approximately two carloads of Superflame Space Heaters sold proves it! We were able to outsell—out-punch—and out-profit competitive stores." (Signed, Thomas C. Young, President, Big Four Hardware Stores, Inc., Love's Park, Illinois.)

## Dealer Profits Hit All-Time High

Dealers who had never been able to sell space heaters in August were selling them by the dozens—in some cases by the hundreds. Never before in the history of Queen Stove Works, Inc. had such a volume of heaters been sold in such a short period of time. As a result, September 1949 was the largest single month in the history of the company. A check of Superflame dealers revealed that this promotion enabled them to capture, in some cases, up to 95% of all space heater sales in their area, last year. Even dealers who had sold a consistently high volume of space heaters during previous years reported phenomenal increases.

## Trade-In Problems Solved

Dealers who were faced with trade-in problems found an easy solution by referring to the fact that the customer would receive the \$34.95 Superfan without cost with the Superflame purchase. "...we made money on every trade-in" is typical of reports from Superflame dealers.

## Offer Repeated - 1950 In The Bag

The tremendous success of this promotion last year made its repetition this year imperative. However, the 1950 promotion is going to be bigger and better than ever. As evidence of how Superflame dealers feel about this promotion, future orders already have the factory working on around-the-clock basis.

## Two New Lines Added

In addition to oil space heaters and oil floor furnaces, the 1950 "Gift Superfan" promotion will include the new lines of Superflame "Gas-Saver" Space Heaters and "Gas-Saver" Floor Furnaces.

## Promotion Starts July 15th

Superflame dealers throughout the country are now viewing July 15th as a red letter day on their 1950 business calendar. On this date the Superflame "Gift Superfan" promotion gets under way. Dealers will again be furnished with complete advertising kits containing all of the advertising materials necessary to make 1950 their greatest Superflame year.

HERE'S WHAT THIS AMAZING OFFER ALLOWS YOU TO DO!

You Give  
A \$34.95 Superfan  
WITH A Superflame  
OIL OR GAS HEATER  
OR FLOOR FURNACE  
Selling For Over \$59.95

A FORCED-AIR HEATING SYSTEM FOR YOUR CUSTOMERS—

## NO CHARGE!

Just imagine, if you can, what this amazing offer means to your customers:

FIRST . . . It means saving \$34.95.

SECOND . . . It means receiving the world's most versatile air circulator . . . AS A GIFT!

THIRD . . . It means GIVING your customer a forced air heating system at NO CHARGE!

Is it any wonder that Superflame dealer reports prove conclusively that it's the greatest heating appliance promotion of all time? Easier sales! Faster sales! MORE NET PROFIT for the dealer!

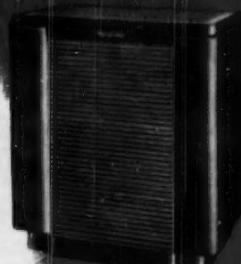
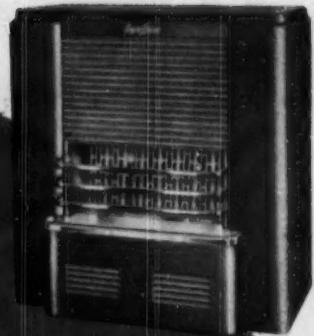
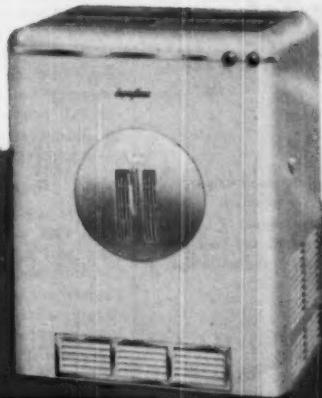
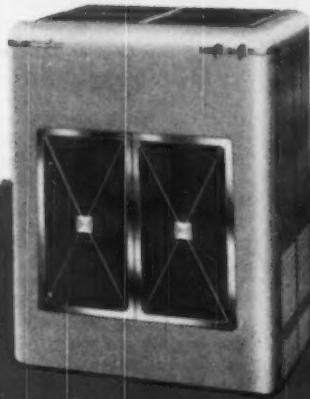
## AMERICA'S MOST VERSATILE AIR CIRCULATOR

Superfan provides forced air warmth in winter with Superflame "Fuel-Saver" and "Gas-Saver" space heaters and floor furnaces. In hot summer weather Superfan keeps folks cooler! It circulates, cools bedrooms, ventilates kitchens. It's the modern portable blower with countless uses!



**SAFE!**  
NO  
DANGEROUS  
FAN  
BLADES

# GREATEST MONEY-MAKING PROMOTION in SPACE HEATER HISTORY!



***Superflame* DEALERS  
AGAIN SCOOP COMPETITION  
WITH THIS IRRESISTIBLE OFFER!**

This super-sensational 1950 "GIFT Superfan Promotion" will smash all sales records for pre-season sales of space heaters and floor furnaces!

Yes, it's an irresistible offer! Regardless of where your heater prospects live or what they do, the "GIFT Superfan offer" positively pulls them into your store for quick, sure sales.

Why waste time on a line that's not moving fast? You should have the EXTRA PROFITS that are yours with *Superflame*—the most valuable heating appliance franchise in America!

Your community wants this offer—give it to them and you'll not only make more money, you'll also have more satisfied customers and more real honest-to-goodness boosters for your store!

#### Special Message to ALL Oil or Gas Heater Dealers:

Right now is the time to get ready for this proven money-making promotion. It starts July 1st so there is still time to take advantage of its FULL PROFIT POTENTIAL! If you are a *SUPERFLAME* dealer make sure your stocks are complete—make sure that you have your complete sales kit—then plan your advertising and promotion for the entire period of the offer.

If you are not a *SUPERFLAME* dealer rush the coupon or write or wire today for the name of your *SUPERFLAME* distributor and full details of this super-sensational "Gift Superfan" promotion. Don't waste time on a slow moving line. Sell the line of great promotions—the *SUPERFLAME* LINE!

#### NO RED TAPE...IT'S LIKE FALLING OFF A LOG... COMPLETE ADVERTISING AND SALES KIT FURNISHED

The entire *SUPERFLAME* "Gift Superfan" promotion is completely planned for you. There are no complicated details. Just follow this proven plan and you'll be amazed at how easily you can set new sales and profit records with *SUPERFLAME*!

QUEEN STOVE WORKS, INC., Dept. 302  
ALBERT LEA, MINN.

I want to know all about this sensational "Gift SUPERFAN" offer. Please rush full details and name of my nearest distributor.

Firm Name.....

Address.....

City..... State.....

By (name).....

# installation is easy!

with Capitol  
kitchen cabinets



**First**

Take one of the wood strips from the crate in which every Capitol cabinet is carefully packed, and nail it to the studs in the wall.

**Second**  
Fit the recessed back in the cabinet to the wood strip on the wall.



**Third**

Insert screws (provided with each cabinet) through the holes in back of cabinet and into the wood strip. Until all screws are in, only one door should be opened at a time to prevent over-weighting.

Yes, it's as easy as all that! It's easy for you because you don't have to look forward to a complicated installation job every time you sell a Capitol cabinet. It's easy for the housewife, too. This easy way is also a quick way and she doesn't have to have her kitchen torn up for days.

This is just one of the real selling features of Capitol's all-steel, bonderized sinks and cabinets. It'll pay you to know more about all features exclusive to Capitol kitchens.

"A Kitchen of the Future, Today"



HUBENY BROTHERS, INC. THE  
Racine, N. J.

Capitol  
LINE

## It's a Big Year for Air Conditioners

CONTINUED FROM PAGE 71

it is one of the least expensive ways to obtain good prospects.

During the really hot days, Rudnick expects that television advertising will return the biggest proportion of air conditioning prospects, simply because the message will reach them when they are most uncomfortable. "People who are perspiring in a hot room while they watch television are going to be very responsive to an air conditioning message," he declares. "Moreover, we feel that people who own television are in income brackets that make them good prospects for air conditioners."

### Dynamic's Technique

Like Sunset, Dynamic Stores expects that final sales figures for the year will approach the 2,000 mark. Dynamic also has extremely well organized outside selling and telephone organizations. But newspapers, followed by direct mail and canvassing, will provide the bulk of Dynamic's leads. On the firm's 67 outside men falls the main responsibility for following up the leads and closing the sales.

"Although we only sold around 500 units in 1949," says Jack Haizen, Dynamic's general manager, "we are backed up this year by a very powerful selling force—the outside men—that we didn't have last year. The place to sell air conditioners is in the home. You might create desire in the store, but you can't sell without a survey of the home and you've got to be there to make it."

"We have many ways of developing leads for our outside men. One method is constant rescreening of people to whom we have already sold air conditioners, because people who bought one last year are very likely to be in the market for another one this year. We can contact them simply by calling them up and asking them if their old unit is working all right, or if they have remembered to change the filters. They appreciate our asking and it's easy to approach them for another sale. Naturally, we also contact people who have purchased other types of merchandise. Our TV buyers, for example. We have always maintained our own television service department and tried to give satisfaction, so we are not afraid to approach our TV customers."

### Keyed Numbers for Calls

Dynamic's telephone room operates 14 hours a day, seven days a week. When a prospect calls in response to an ad he calls a keyed number, so the store answers by mentioning the product advertised. If he calls about a Philco air conditioner, for example, the store operator says, "Philco air conditioning." Once the outside men have received the lead from the telephone room or return coupon, followed it up, overcome any problems of installation or wiring, and closed the sale, a complete record of that sale's status is maintained at Dynamic headquarters until 24 hours after the

merchandise is delivered and installed. Coded cards arranged on huge boards keep the salesman, the executive staff, and, if necessary, the purchaser, informed on the whereabouts of the merchandise, the type of sale, the acceptance or denial of credit, installation, etc.

### Return Coupons Too Slow?

Although the bulk of the newspaper advertising used up to this writing contained return coupons, one firm, Shearn's, has grave doubts about their pulling power, especially during the hot spells when the decision to buy may come rapidly—and disappear just as fast.

Sam Schwartz, general manager of Shearn's, explains, "We have not found that return coupons are productive of impulse buying," and he points out that the lag between the time the prospect fills out the coupon and the time the salesman reaches him may just be long enough for the weather—and the prospect—to have cooled. "Our success last year was the result of hitting an impulse buyer immediately when he telephoned us in response to an ad or direct mail."

Shearn's expects to spend \$400 a week this season for air conditioning advertising, which will include, in addition to newspapers, three mailings of 10,000 each to a selected list of homes and professional people. The company sold some 500 units last year, expects to double that this year with a heavy concentration of advertising. About 60 percent of last year's sales went to homes and apartments; this year, says Schwartz, close to 80 percent will be sold to that market. In explanation, he says, "We discovered last year that our consistent newspaper advertising was reaching a new group of prospects. The middle class people are buying now. Air conditioners are no longer a luxury item limited to people with incomes of \$10,000 or more. Now everybody knows about them and wants them."

End



## *Announcing*

a new corporate name for one of America's better known companies

*Effective July 5, 1950*

**Noblitt-Sparks Industries, Inc.**  
officially becomes  
***Arvin Industries, Inc.***

The management, policies and methods of operation that have built this business remain unchanged.  
*The change is one of name only.*

This forward step is taken to give this organization clear and unmistakable identity with the famous Arvin products.

## **Arvin**

is recognized everywhere as one of the great trade names that public confidence has built

**Arvin Industries, Inc. • Columbus, Indiana**

Manufacturers of Television, Radio, a wide variety of Automotive Parts, Car Heaters, Electric Housewares, Metal Furniture, Ironing Boards.

In business since 1919



*One source for top quality...*

# WASHINGTON\*

## COOKING & HEATING APPLIANCES

Just as your customers prefer to buy all their needs from you... one source of quality appliances... so do many dealers prefer Gray & Dudley. For quality cooking heating appliances, this 88-year-old firm is as famous as the name many of its products bear... WASHINGTON!

WRITE FOR COMPLETE CATALOG!

Established 1862

GRAY AND DUDLEY CO.

Nashville 3, Tenn.



"WORTHY OF  
THE NAME"



### WASHINGTON COAL-WOOD CAST RANGE

All iron construction with modern styling and gleaming porcelain enamel finish... economical!



### MARSHAW WASHINGTON DE LUXE GAS RANGE

Cooking top equipped with two Giant and two Standard burners. Fiberglas insulated oven; all counter balanced doors. Robertshaw thermostat and automatic top lighters.



### WASHINGTON COAL-WOOD HEATERS

Martha Washington, Hot-Blast, Slotted Fire Pot, Heaters. Grained Porcelain Enamel Finish.



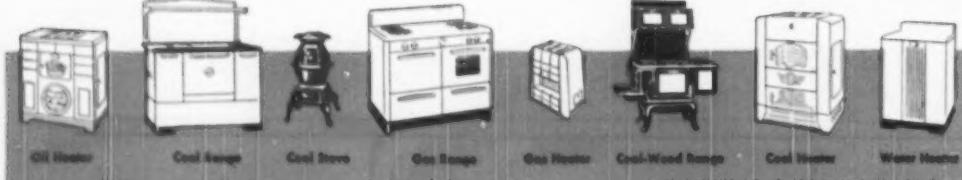
### WASHINGTON FRUGAL OIL BURNING HEATER

Noted for fuel saving, long service and modern styling. Features Down-Draft, Hot-Blast combustion to get more heat from less fuel.



### WASHINGTON FRUGAL VENTED GAS HEATERS

Two sizes in radiant circulator models; three closed circulator models. Meet almost every gas heating requirement. Also Unvented Heaters.



*The most complete line!*

## Fool Proof Range Selling

—CONTINUED FROM PAGE 80—

and to moan in dismay—the problem of installation costs. Flatly, and without dodging the issue, it costs more to install an electric range, Mr. Daubert admits, but this fact can be turned into a selling asset, as he points out.

"Our policy is to sell adequate wiring right along with our equipment and service work—and by selling this program, we make the installation of the range part of the overall program," he says. "It's a question of striking while the iron is hot. Since the installation cost problem is there, we meet it head on and by treating it as an adequate wiring matter, we can stress clearly the 'get-away-from-horse-and-buggy-days' angle.

"We do our installations, too. As contractors, we have the know-how and can intelligently explain to the buyer just why his installation cost is what it is. We can quote him prices and costs at the time of the sale without having to get outside estimates. Most buyers like this 'package' idea."

The sixth best way to sell ranges, as outlined by Mr. Daubert, is to maintain a service department which will guarantee the buyer that his dealer is willing, able and well equipped to take care of any necessary future repairs or service.

"It is a reassurance to a buyer to know that service or parts are available for him if he needs them," Mr. Daubert says. "Many people are apprehensive about buying a new automobile unless they know it can be serviced as frequently as needed and at a nearby establishment. The same is true of a range, refrigerator or other electrical appliance. Once the buyer is satisfied that his neighborhood dealer can take care of his equipment at any time of the night or day he needs service, a great selling point has been established and a lot of sales resistance is broken down." *End*



SATISFIED CUSTOMERS, guaranteed by the firm's efficient repair department, bring new customers to the Dauberts. They do a good business in attic fans and electric housewares.

# Are YOU cashing in on this Red Hot RCA VICTOR deal?

Alert Dealers from coast to coast  
acclaim First Anniversary offer "A Smash Success"!

In just one short year, the RCA Victor "45" skyrocketed to the world's fastest selling system of recorded music. Join the profit-making celebration — push the FIRST ANNIVERSARY OFFER yourself!

Just look at this Sales-Catching Combination:

# 24

Great  
Musical  
Selections

Ave Maria  
Lord's Prayer

Tchaikovsky Piano Concerto

Racing With The Moon

South Pacific Hits

In The Mood

Little Brown Jug

The Waltz You Saved For Me

Twilight Time

Perry Como  
Perry Como

Freddy Martin  
Freddy Martin

Al Goodman  
Al Goodman

Glenn Miller  
Glenn Miller

Wayne King  
Wayne King

Three Suos  
Three Suos

I'm Getting Sentimental  
Moonlight Serenade

The World Is Waiting For The Sunrise

Down Among The Sheltering Palms

Cool Water

Sons Of The Pioneers  
Chant Of The Wanderer

Fiddle Fiddle  
Chicken Reel

Donkey Serenade

Giancina Mia



AT NO EXTRA COST!

45EY—The Victrola phonograph with unprecedented, quick turnover. Automatic record changer complete with built-in speaker and amplifier . . . not an attachment. Up to 50 minutes of lifelike entertainment at touch of button—

PLUS THE ANNIVERSARY ALBUM!



ONLY RCA VICTOR MAKES  
THE "GOLDEN THROAT"

ONLY RCA VICTOR MAKES THE VICTROLA  
"Victrola"—T. M. Reg. U. S. Pat. Off.



with this

**RCA VICTOR**  
"45"  
PHONOGRAPH  
AT REGULAR  
PRICE

All this for the low price of the phonograph alone! That's a savings of \$7.52 for your customers. Add it up and you get PROFITS. Here's a red-hot deal that can't miss. And it's simple for you.

Here's your Ad Campaign—Your distributor has plenty of newspaper mats. These ads are designed for you . . . designed to generate sales for you! Start 'em running in your newspapers now.

And here's National Support for your own store!

Ad #1—May issue CORONET; Ad #2—May 29 LIFE; Ad #3—June 3 POST; Ad #4—June 6 LOOK; Ad #5—June 19 LIFE; Ad #6—June 24 POST; Ad #7—July issue EBONY; Ad #8—July 4 LOOK.

These are all big, hard-working ads! Readers are sold and sent to you to hear and buy. And that's not all! Your distributor has displays and colorful window streamers waiting to highlight the First Anniversary Offer in your store—catch shoppers and sell 'em.

So don't delay! Call your distributor now! The First Anniversary Offer in your store means big-dollar profits for you!

**RCA VICTOR**  
DIVISION OF RADIO CORPORATION OF AMERICA

**RCA VICTOR—World Leader in Radio . . . First in Television . . . First in Recorded Music**

# *Another* **All New Deepfreeze Electric Range!**



## ***Deepfreeze Electric Cooking***

**5 Famous Deepfreeze Models**—All with important time and work-saving features that make Deepfreeze the world's newest and finest in electric cooking! Sell every prospect better automatic cooking, more leisure time! There's a Deepfreeze electric range to fit every family's needs . . . every model is completely new! Show your customers the wonderful Deepfreeze automatic features. Tell them that these ranges are made by the maker of the world's first and finest home freezer. You've got a selling story no one else can equal—a selling story that says more and *sells* more electric ranges! Only Deepfreeze Dealers have this money-making formula: the famous Deepfreeze Ranges *plus* the Deepfreeze name—the name of home freezer fame!

### **The New Deepfreeze Double Oven Electric Range**



It's the last word in modern automatic cooking convenience! Two giant-size ovens do "double duty" for your customers . . . multiply electric range sales for you! It has the same practical, work-saving features that sell other Deepfreeze Ranges:

7 Heat Switches ★ Monotube Super Contact Heating Units  
Hinged Surface Units for easy cleaning ★ Appliance Outlets  
Automatic Oven Timing Clock ★ Interval Time Reminder  
Surface Unit and Oven Pilot Lights ★ Storage Drawers  
Large Even Heat Ovens ★ Automatic Oven Preheat Control  
Surface Top Fluorescent Light.



**...Plus a NEW Promotion for Greater Home Freezer Sales!**

# FOOD BANK

The Deepfreeze Home Freezer "FOOD BANK" Promotion is an entirely new selling approach to give Deepfreeze appliance dealers more profits! You've seen nothing like it in home freezer selling! It's a fresh, revolutionary concept of the home freezer story.

Already this great new Deepfreeze promotion is increasing home freezer sales for Deepfreeze Dealers! You can share in the profits right now by joining the great Deepfreeze dealer family. Ask your Deepfreeze Distributor for all the details today!

## See Deepfreeze Appliances Advertised in These Magazines:

Saturday Evening Post • Better Homes & Gardens • Sunset Ladies' Home Journal • Country Gentleman • Capper's Farmer Farm & Ranch with Southern Agriculturist • American Home  
McCall's • American Magazine

## National Advertising carries the Food Bank theme to 68,000,000 readers!

Deepfreeze appliance advertising in leading national magazines is one of the greatest in the industry this year! Full color page ads support the Food Bank Promotion and tie in with your local campaign. In addition, ads featuring Deepfreeze appliances appear in the nation's major home service, women's and farm publications. These combined selling impressions work continually and effectively for Deepfreeze Dealers!

**GO BUY THE NAME...**  
**Deepfreeze**

HOME FREEZERS • REFRIGERATORS • ELECTRIC RANGES  
ELECTRIC WATER HEATERS

Only the products of the Deepfreeze Appliance Division, Motor Products Corporation, North Chicago, Illinois, can carry the trademark **Deepfreeze**, registered in the United States Patent Office.

**Home Freezers**  
The industry's first and finest with larger capacities at the same low prices! Six models, superior features!

**Refrigerators**  
5 all-new models! The only refrigerator with the Deepfreeze Freezer Compartment! This feature means more sales!

**Electric Ranges**  
Where work ends automatically—and your sales begin! 5 all-new models, new features! It's your customers' choice!

**Electric Water Heaters**  
14 all-new models! There's a Deepfreeze Water Heater for every home, every family's needs. Best you can sell!

**FREE Valuable Booklet!**

Mall this coupon today for the useful free booklet, "Retail Selling in a Buyer's Market of Today." You'll want to read its helpful, informative facts to help you sell aggressively in today's competitive market. Dept. BM-750 Deepfreeze Appliance Division, Motor Products Corporation, North Chicago, Illinois.

Name \_\_\_\_\_  
Firm Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

*Sure, women are hard to please!*



Full details sent on request.  
You can make more money  
with Mertland!

#### The MERTLAND Automatic Electric Water Heater Line

is COMPLETE . . . a size and style for every  
demand. Round models 10 to 100 gallons, 35 and  
45 gallon table tops. Every model built as  
you and your customers want it.



#### THE HEDGES LINE

M. M. HEDGES MANUFACTURING COMPANY, INC.  
MEMBER OF NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION  
CHATTANOOGA, TENNESSEE

• WATER HEATER SPECIALISTS

# ELECTRICAL MERCHANDISING News

Select Award Winners



MEMBERS of the National Assn. of Electrical Distributors' Junior Achievement committee meet to select the best electrical product submitted by J. A. companies. Awards were made to the winning company during the NAED convention in Atlantic City last month. From left to right are Earl O. Shreve, national president of J. A.; F. E. Stern, Stern & Co., Hartford; Albert Pfoltz, NAED; Herbert Metz, Graybar, New York; Charles G. Pyle, NAED; and D. Lyle Fife, Fife Electric Supply, Detroit.

## Five Industry Groups Hold Conventions During June

Music merchants and washer men round-out convention schedule with meetings later this month

ANNUAL meetings and conventions occupied the center of the stage in the national appliance, radio and TV picture last month.

The spotlight alternated between Atlantic City, N. J., and Chicago in June, and when the month was over five national conventions had been held. The pace continued into July with two more meetings scheduled for the middle of this month.

The National Assn. of Electrical Distributors and the Edison Electric Institute chose Atlantic City for their June meetings while the Stoker Manufacturers Assn., the Radio Manufacturers Assn. and the Na-

tional Appliance and Radio Dealers Assn. met in Chicago.

Atlantic City will be host to the American Home Laundry Manufacturers Assn. July 11-14, while the National Assn. of Music Merchants will hold their annual show in Chicago from July 10 to 13.

EEI at Atlantic City. Approximately 3000 representatives of the 200 member companies attended the EEI's 18th annual convention at Atlantic City, June 4-7. Considerable emphasis was laid by convention speakers on the relations between government and industry.  
*(Continued on next page)*

## Housewares Show to Open In Atlantic City July 10

New attendance record may be set during exhibit; over 750 booths to house displays of 500 firms

SUMMER market activity shifts from Chicago to Atlantic City, N. J., this month as the 13th annual National Housewares and Home Appliance Exhibit gets underway July 10 for a five-day run.

What is expected to be one of the largest (if not the largest) contingents of buyers ever to descend on the show has already taxed the New Jersey resort's hotel facilities, with many hotels refusing additional reservation requests.

The show visitors will see a wide variety of new merchandise, new merchandising ideas and a number of elaborate displays, many of them custom-built for the show.

Some 500 manufacturers have reserved every available foot of space in the giant auditorium. Eight thousand or more buyers from the United States, Canada and abroad are expected to visit the exhibit.

Elaborate Displays. "From the material supplied us by exhibitors, it becomes apparent most manufacturers will go all out in the way of introducing new products at the show," A. W. Buddenberg, executive secretary of the National Housewares Manufacturers Assn., said. "There is an obvious trend," he continued, "toward more elaborate displays, manufacturers being concerned with more than merely

showing their products. It is apparent that they are making a concentrated effort to give buyers practical display and merchandising ideas which can be copied in a housewares department. Manufacturers are to be commended for making these exhibits not only a show of merchandise but also a show of ideas."

As usual, the show is limited to the trade. There will be 757 booths, covering 125,000 sq. ft. of space on the two floors of the auditorium. A restaurant will take up 1000 sq. ft. on the lower level. Show hours will be from 9 a. m. to 5 p. m. daily, with exhibits remaining intact until closing hour on Friday, July 14.

Advance Registration. To facilitate registration at the show, advance registration cards have been mailed to 7000 buyers. Accompanying this mailing was a classified index of all exhibitors and their products, enabling buyers to plan coverage in advance of the exhibit.

A "Housewares Special" train direct to the show will be operated by the Pennsylvania Railroad, leaving Chicago on Saturday, July 8 at 2:15 p. m. DST and arriving in Atlantic City on Sunday, July 9 at 8 a. m. EST. Similar return service to Chicago after the show is available.

**(EXHIBITOR LIST ON PAGE 106)**

### WHAT'S HAPPENING TO BUSINESS?

**WHY** have refrigerator sales started so slowly?

**WHERE** is TV booming, despite the summer slump?

**HOW** are Los Angeles dealers fighting discount houses?

**WHO** is being hurt by cooperative buying in the East?

**WHAT** is happening to dealer inventories?

**WHEN** will the public decide which record speed it wants?

If you want to know what's going on in your business, turn to page 5, where this month and every month ELECTRICAL MERCHANDISING's regional editors draw the National Appliance and Radio Picture.

## Five Industry Groups Hold Conventions

— CONTINUED FROM PAGE 101 —

Watch your sales  
with  
SUPER-PERFORMING  
SENTINEL  
PORTABLES!

# Jump!



### 3-Gang and Compact!



The "312" Sentinel Portable with 3-gang condenser, gets those far-away stations. *Compact*—truly a "little" giant, easy to carry and easy to tune. *Beautiful* in design. They literally "Sell Themselves" on the super performance that can be demonstrated.

### Four Exciting Colors!

The "335's" priced for fast sales, in a parade of 4 exotic colors that make sales jump. A diminutive jewel of a set but big, mighty big, in performance. Display these 335's and customers carry them away.

# Sentinel

RADIO CORPORATION  
Evanston, Ill.

The Institute called on the Federal government to adopt a new policy of encouraging electric light and power companies to participate to the greatest possible extent in developing sound hydroelectric projects and distributing the power they produce.

Reorganization and expansion plans were uppermost in the minds of delegates to the RMA's 26th annual convention in early June in Chicago's Stevens Hotel. More than 40 RMA committees and sections held meetings during the convention.

**Distributors Meet.** A record crowd of over 2300 members and guests attended the 42nd annual convention of the National Assn. of Electrical Distributors in Atlantic City, June 12-16. Speakers included Charles E. Wilson of General Electric, Joseph B. Elliott of RCA-Victor, Robert Edwards of Edwards & Co., N. J. McDonald of Thomas & Betts Co., George P. F. Smith of Norge, and W. E. O'Brien of Toastmaster products division, McGraw Electric Co.

Late in the month the center of interest shifted west again as the NARDA mid-year meeting was held in the Stevens Hotel, Chicago. Traditionally held in connection with Chicago market activity, this year's meeting got underway on June 25. Dealer service costs and television problems occupied most of the program. The panel group discussing service costs included Clarence Bode, chairman of the Milwaukee NARDA chapter, L. K. Baxter of Westinghouse, J. H. Miller, service manager for General Electric's appliance and service department, and Phil S. Urner, NARDA vice-president from Bakersfield, Calif. John M. Otter of Philco, Charles Oderizzi of RCA and Francis Monette, NARDA director from Lowell, Mass., were among participants on the television panel.

Chicago was also host to the annual meeting of the Stoker Manufacturers Assn. The one-day business meeting included a separate technical conference, a closed executive session of manufacturer and associate members and an afternoon speaking program.

**July Schedule.** More than 9000 music merchants are expected to attend the 49th annual Music Industry Trade Show and convention at the Palmer House July 10-13. Almost 250 manufacturers will have exhibits at the show which will occupy six floors of the Palmer House.

The convention will stress retail sales training and merchandising. Highlight speaker at the opening luncheon will be columnist Raymond Moley.

An executive committee meeting on July 11 will pave the way for the annual summer meeting of the American Home Laundry Manufacturers Assn., on July 12, 13 and 14. The meetings will be held this year at the Chalfonte-Haddon Hall in Atlantic City.

LIFE

ANNOUNCEMENT IN JULY 17<sup>th</sup> LIFE

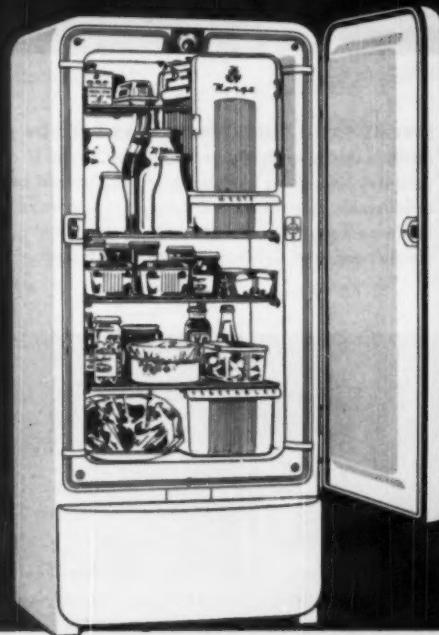
NORGE

# World's Lowest-Priced

Completely Automatic SELF-D-FROSTING  
REFRIGERATOR

Record All-Time Demand Cuts Costs  
... Makes Self-Defrosting  
Available to Extra Millions!

only \$199<sup>95</sup>



MODEL SDM-65 . . . 6.1 cu. ft. . . . space for 17 lbs. frozen storage, 10.9 sq. ft. shelf space . . . 28 ice cubes . . . large meat Coldpack and vegetable crisper. Also available in 8.2 cu. ft. model, \$239.95 retail.

HERE IT IS — news in LIFE to electrify your summer sales to life! Here's the refrigerator millions have been wanting.

Here it is at the price millions can afford to pay — *the feature which at bigger prices has paced Norge Refrigerator sales to their dramatic all-time record high!*

America's only refrigerator with "built-in" Self-D-Froster System that defrosts automatically *every night* while you sleep. Keeps frozen meats and vegetables safely frozen.

HERE IT IS AT A SENSATIONAL LOW PRICE . . . LOWEST PRICE IN NORGE HISTORY . . . LOWEST BY A WIDE, WIDE MARGIN IN THE WHOLE REFRIGERATOR FIELD!

Happy days ahead for Norge Dealers! Happy days *right now!* See your Norge distributor for full details and for data on the great store promotion to count you in. NORGE DIVISION, Borg-Warner Corporation, Merchandise Mart Plaza, Chicago 54,

Illinois. (In Canada: Addison Industries, Ltd., Toronto).

NORGE

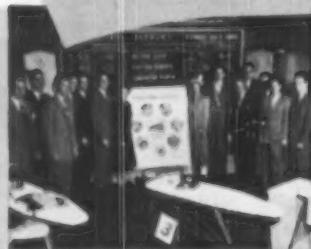
...Merchandised from  
the Retailers' Point of View

# New UNIVERSAL *Stroke-Savr*



*Stroke-Savr* FEATURES THAT MAKE  
THIS SENSATIONAL STORY POSSIBLE  
★ Completely New Soleplate designed for  
sweeping strokes in any direction  
★ 37% More Ironing Surface means fewer  
strokes... less time and effort  
★ Wide Sweeping Base glides easily under but-  
tons, into pleats and ruffles

**STROKE-SAV-R SUPERIORITY WAS PROVEN** without a doubt in this scientifically controlled test by the U. S. Testing Company, Inc. Using identical garments, washed and damp-dried under controlled conditions, university women showed how easy it was to save almost half the usual ironing time and cut the number of strokes in half by using a Stroke-Sav-r Iron.



Test Scientifically Controlled by  
U.S. Testing Co. Ironing time for  
each iron was accurately mea-sured and the exact number of  
strokes taken was counted for  
each garment. Results posted on  
the board indicate the amazing  
superiority of the Stroke-Savr.



Graduate University Students  
Ironed Identical Garments.  
None of them had ever used a  
Stroke-Sav-r Iron before making  
this test. They proved that  
the average housewife can cut  
ironing time almost in half with  
this sensational Universal Iron.



Outstanding Performance of the  
Five Stroke-Sav-r Irons when  
averaged against the five lead-ing  
competitive irons is indicated  
by the remarkable saving of 2  
minutes 58 seconds in time and  
the 71 fewer strokes required  
to iron a woman's rayon slip.



Among the Editors Present were  
representatives of national maga-zines,  
newspapers, radio, and  
the trade press. They watched  
the amazing new Universal  
Stroke-Sav-r Iron as it outper-formed all other leading brands  
by saving time and strokes.

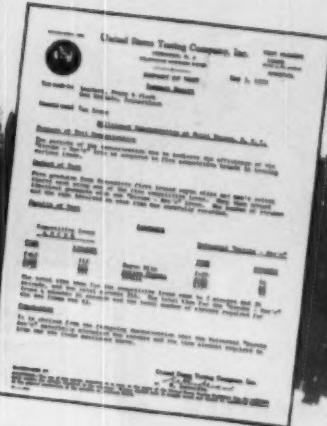
*Why feature an old-fashioned iron? Merchandise the Stroke-Savr-*

# Outperforms All Other Leading Irons!

New York Test proves *Stroke-Savr* faster almost 2 to 1

**I**N A DRAMATIC test before a critical audience of 80 leading Home Economics Editors representing magazines, newspapers and radio, Universal's new *Stroke-Savr* Iron far outclassed five other competitive irons. Not only did it prove nearly twice as fast, but cut the required number of strokes in half!

Completely impartial in every respect, this test was supervised throughout by the United States Testing Company, Inc. Graduate Home Economics students from a leading eastern university first ironed rayon slips and men's cotton shorts with the five competitive irons. They then ironed identical garments with the *Stroke-Savr* Irons. Time and motion technicians carefully recorded the number of strokes and total time required for both operations. When posted, the results showed the *Stroke-Savr* was by far the fastest iron in the field, saving nearly half the time and over half the strokes!



**PROOF IN COLD FIGURES,** this report from the U.S. Testing Company confirms the results of the sensational victory of the new *Stroke-Savr* Iron.

**FEATURE THIS SURE-FIRE  
SALES CLINCHER!**

**OFFER A 10-DAY TRIAL!** Let your customers prove to themselves in their own homes what the Universal *Stroke-Savr* Iron can do. Universal authorizes its dealers to refund the entire purchase price if, within 10 days, the customer is not satisfied with a new *Stroke-Savr* Iron for any reason whatsoever!

**NOW** this sensational *Stroke-Savr* Iron is ready to make BIG BUSINESS for you! Watch Universal's aggressive advertising sell the country in nine of the foremost national magazines. Month after month, twenty-five hard-selling advertisements, including 4-color spreads will tell your customers about the new *Stroke-Savr* ... will make your customers *want* this wonderful, time-saving iron! Contact your Universal Distributor today and take advantage of this super-sales opportunity!

**UNIVERSAL**



**NOT ONCE**—After months of designing, the new Universal *Stroke-Savr* was put through critical comparative tests in our own company laboratories. It showed it could cut usual ironing time almost in half—saves 4 out of 10 strokes!

\*Price is Fair Trade in states where appropriate Fair Trade Acts exist.

*America's Fastest Iron!*

Guaranteed by  
Good Housekeeping  
as the best iron

**NOT TWICE**—When the first of these amazing Universal irons were built they were thoroughly tested in the laboratories of a leading national magazine. They confirmed again the *Stroke-Savr*'s sensational time-saving advantages!



**BUT AGAIN AND AGAIN**—Hundreds of field tests were conducted across the country. Housewives tested the *Stroke-Savr* Iron in actual working conditions against their regular irons. Every case confirmed the amazing results!

# UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

**FOR COOL PROFITS...**

LOOK TO

## SAMSON Safe-flex BREEZE TABLES



Square table is 16" square, 18" high, 12-inch fan. Round table is 12½" in diameter, 13½" high. Choice of 10-inch or 12-inch fan. Decorator Gray or Royal Tan Hammer-tone baked enamel finish.

### GUARANTEED SAFETY!

No other fan can make this guarantee—because no other fan has Safe-flex flexible rubber blades that automatically prevent injury, even to children and pets.

### FUNCTIONAL BEAUTY!

Because there is no need for cumbersome guards or gingerbread screening, both the Safe-flex fan and table lend themselves to a streamlined design that is functional as well as handsome.

### UNMATCHED QUIETNESS!

No metallic whirr . . . no irritating whine . . . just the whisper-soft quietness that patented Safe-flex flexible rubber blades alone can give.

### FREE-FLO AIR DIFFUSION!

Safe-flex Breeze Tables do away with conventional safety shields that imprison the air . . . or release it in "blasts." Instead, ALL air is gently diffused at floor level to every part of the room.

### Another SAMSON First!

Takes but seconds to reverse the fan in its frame to pull in cool air or blow out warm air. Frame adjusts to fit windows 26" to 36" wide. Quickly installed at top or bottom of window. Completely SAFE—thanks to famous Safe-Flex Flexible rubber blades. Choice of 12-inch, 2-Speed or 10-inch Single Speed fan.

Only SAMSON Gives You  
All 3 . . .

LOW PRICE! FULL PROFIT! TOP PERFORMANCE!

### Safe flex Reversible WINDOW FAN



SAMSON UNITED CORPORATION, ROCHESTER 10, N.Y.  
Samson United of Canada, Limited, Toronto

## Partial List of Housewares Show Exhibitors\*

### Atlantic City Auditorium

Aluminum Goods Mfg. Co.	445-447-449-451	General Floorcraft, Inc.	807-809
American Electric Mfg. Co.	1031	General Mills, Inc., Home	381-382-
Appliance Corp. of America	628-630	Appliance Dept.	383
Aristocrat Clock Co.	511	General Slicing Machine Co.	1327-1329
Babcock & Preuss	625-627	Inc.	
Bar-B-Buns, Inc.	1426-1428	Geuder, Paeschke & Frey Co.	270-272
Bentz Mfg. Co.	406-408	Haddon Products, Inc.	934
Bissell Carpet Sweeper Co.	503-601	Hamilton Mfg. Co.	824-826-
Borg-Erickson Corp.	645-647		828-830
Brearley Co.	316-318	Hankscraft Co.	225-227
Brewer-Titchener Corp.	619	Herculean Appliance Corp.	959-931
Burpee Can Sealer Co.	1328-1330	Hoover Co.	283-284
Cameron Corp.	731	Inland Steel Products Co.	649-651-
Camfield Mfg. Co.	144-146-		653
Casco Products Corp.	148-150	International Appliance Corp.	310
	568-570-	(Div., Bpt. Pressed Steel Corp.)	
	572-574-		
Ceramic Clock Co.	576	Jackson Mfg. Co., Inc.	1037
Chicago Electric Mfg. Co.	803	Kamkap, Inc.	554
Clements Mfg. Co.	444-446-	Kewaskum Utensil Co.	945-247
Conco Engineering Works	448-450	Kidde Mfg. Co., Inc.	117
Coming Glass Works	815	Kitchen Aid Div., Hobart Mfg. Co.	575-577
Cory Corp.	625-627	Kitchen Queen, Inc.	733
	526-528-	Knapp-Monarch Co.	424-426-
	530	Kord Mfg. Co., Inc.	428-430
	514-516-	Landers, Frary & Clark	1112
	518-520-		
	522-524	Le John Mfg. Co.	333-335-
Davis Mfg. Co.	759-761	Lisk-Savory Corp.	337-339-
Dazey Corp.	513-515	Lostro, Inc.	341
Dominion Electric Corp.	469-471-	Manning, Bowman & Co.	949
Dorby Co.	473	Metalcraft Mfg. Corp.	538-540
Dormeyer Corp.	612	W. F. Meyer & Sons, Inc.	906
Dulane, Inc.	549-551-	National Die Casting Co.	410-412
	553-555	National Enameling & Stamping Co.	808
	1435-1437	National Stamping & Electric	644-646
E. I. du Pont de Nemours & Co., Inc.	1-1439	Works	348-350
Ekco Products Co.	1029	Nicro Steel Products, Inc.	707
	301-302-	Noblitt-Sparks Industries, Inc.	582-583-
Everedy Co.	303		584-681
S. W. Farber, Inc.	666-668	Noma Electric Corp.	745-747
Finders Mfg. Co.	407-409-	NuTone, Inc.	141-143-
Fresh'nd-Aire Co.	411		145
	735-737	John Oster Mfg. Co.	1002-1003
	514-516-	Paragon Electric Co.	1034
	518-520-	Peerless Mfg. Corp.	359-361-
	522-524	Phoenix Table Mat Co.	363
		Plastrey Corp.	709-711
		Porter Steel Specialties	1015
		Prevore Electric Mfg. Corp.	557

(Continued on page 110)



ATLANTIC CITY AUDITORIUM

*the best  
is yet  
to come!*

wait 'til you  
see the

# NEW 1951 Motorola LINE

*Coming* ...the most beautiful TV sets and  
radios you've ever seen!  
*Coming* ...the finest performing TV sets  
and radios ever built!  
*Coming* ...the fastest selling line you've  
ever handled!  
*Coming* ...the biggest, best advertising  
campaign in Motorola history!

*Watch for your distributor showing!*

MOTOROLA INC. • 4545 AUGUSTA BLVD. • CHICAGO 51, ILL.

*yes*

# Magic Chef

# is on the march



**REMEMBER.....more women cook on**

*Every gas range retailer in America*

... will be interested to learn what is happening to the *Magic Chef* franchise—one of the most prized in the major appliance field for years.

Today, *Magic Chef* as a brand name, and the American Stove Company, as a manufacturer, are both in a stronger position than ever.

On the facing page are no less than ten reasons why *Magic Chef* continues to pace the gas appliance industry. Study them ... they are equally good reasons why every retailer should give the *Magic Chef* line profound consideration.

Yes, more women than ever ARE cooking on *Magic Chef*—and we intend to keep it that way.

Our heartfelt thanks to the thousands of *Magic Chef* dealers who have worked with us in the past ... and to the thousands of others who already this season have indicated they would like to become members of the big *Magic Chef* family.

Cordially and sincerely,

*Arthur Stockstrom*  
ARTHUR STOCKSTROM, PRESIDENT, AMERICAN STOVE COMPANY

### New High Style Gas Range Line

Lots of improvements, lots of new style make the *Magic Chef* for fall your best-looking line! *Magic Chef* acceptance, plus added color, chrome and other eye appeal will make sales easier for you. Look to *Magic Chef* for style leadership!



### Mammoth, New Range Advertising Campaign

*Magic Chef* means range sales, as we hit your market this fall with 19 big ads in 10 national magazines... 56 million advertisements to create business for you. Identify your store with this drive, because more women will want *Magic Chef* than ever before!

### New Line of Magic Chef Space Heaters

A striking new design... first of a series of new products to carry the *Magic Chef* trade mark! America's most beautiful heater and biggest value—to retail from \$59.95. Sell a broader, more salable line with that famous appliance name—*Magic Chef*.



### New Nation-Wide LP Program

*Magic Chef* LP dealers will plan big this fall! More than 12,700,000 people on farms and in small towns will be reading *Magic Chef* LP advertising beamed directly at LP users. Build your LP sales with *Magic Chef*!

### New Research Program For New Products

Millions of dollars have been spent by American Stove in recent years for research and development of new products and improvement of old lines. Watch for some significant announcements, of major importance to every appliance retailer!

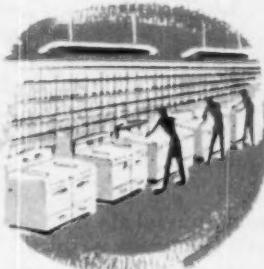


### New Commercial Cooking Promotions

There's a whole new line of *Magic Chef* commercial ranges—actually the lowest-priced on the market! Many units are already in production, and you can depend on strong sales and promotional assistance, including a new campaign in *TIME Magazine*.

### New Mechanized Mass Production Methods

*Magic Chef* ranges are now mass produced on our highly mechanized range assembly lines! Millions of dollars of new equipment is now in operation in *Magic Chef* plants, to give you and your customers more for your money than ever before.



### New Plan For School Sales

Here's how you can secure plenty of school sales and increase your volume! With the coming *Magic Chef* School Plan, you'll place more ranges today in the schools near you. Build your future market, too, as students learn to cook on *Magic Chef*.

### New Traffic Building Sales Promotions

Dealers in more than 500 communities have said, "Count me in," for the huge 1950 *Magic Chef*-Gold Medal Flour tie-in promotion. This is the first of many aggressive range-selling campaigns that mean more profits for every *Magic Chef* dealer who participates.



### New Product Pricing Includes Full Mark-up

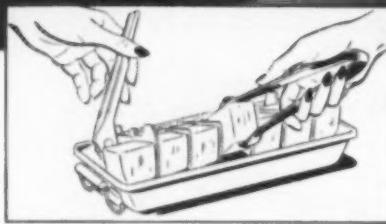
Put more of that selling price in your pocket! Sell *Magic Chef*, where your mark-up is 40% on practically everything in the line. Here's room to maneuver—and that's something you can really use in today's competitive market.



*Magic Chef* than on any other range

*And "The quickest cold drinks"*

**make the quickest  
ice tray sales too!**



### Inland's new "Rock-Out" feature is a powerful sales builder!

These sweltering summer months . . . now . . . Inland advertising in the *Post* and *Better Homes and Gardens* is driving home the idea that Inland "Magic Touch" Ice Trays with the new "Rock-Out" feature make the *quickest cold drinks*.

Latch on to that idea . . . in your own sales promotion. Display Inland Ice Trays, prominently. And above all . . . demonstrate them! That means . . . take a full tray from a refrigerator and actually show your customers that by lifting the "Magic Touch" lever and "rock-

"ing out" the grid, they can have one, two, a row or a whole trayful of ice cubes *almost instantly!*

You'll sell plenty of Inland Trays that way, as replacements for the ordinary trays your customers are now using. And by giving them the wonderful ice cube convenience possible *only* with Inland Trays, you'll open wide the door to . . . or actually make . . . a lot more refrigerator sales!

New refrigerators fully equipped with Inland "Magic Touch" Ice Trays give your customers complete ice convenience



## "Magic Touch" Ice Cube Trays by INLAND

INLAND MANUFACTURING DIV., General Motors Corporation, Dayton, Ohio



### ATLANTIC CITY EXHIBITORS

—CONTINUED FROM PAGE 106—

Proctor Electric Co.	706-708-710
Republic Molding Corp.	203
Revere Copper and Brass, Inc.	506-508-
Rome Mfg. Co., Div.	510-512
Rival Mfg. Co.	472-474-
	476
Seal-Sac, Inc.	356-358
Sessions Clock Co.	1219
Seymour Tool & Engineering Co., Inc.	847
Silex Co.	483-484-581
Son-Chief Electrics, Inc.	211-213
Spartan Co.	757
Sports Faraday, Inc.	135
Stern-Brown, Inc.	532-534
Superior Electric Products Corp.	311
O. A. Sutton Corp.	1052-1149-1150-1151
The Swartzbaugh Mfg. Co.	730-732
Swing A Way Mfg. Co.	562-564-566
Telechron, Inc.	775-777
Textile Mills Co.	147-149
Toastmaster Products Div.	131-133
McGraw Electric Co.	
Toestwell Co.	1319
Traubee Products, Inc.	257
Triculator Co., Inc.	1923-1225
United States Electric Mfg. Corp.	365
E. R. Wagner Mfg. Co.	468-470
Waring Products Corp.	282
Welman Products, Inc.	344-346
West Bend Aluminum Co.	544-546-548
Westinghouse Electric Corp.	738-740-742-744-746
Winsted Hardware Mfg. Co.	281
Zim Mfg. Co.	249

### 500 Distributors Attend Duo-Therm Sales Meeting

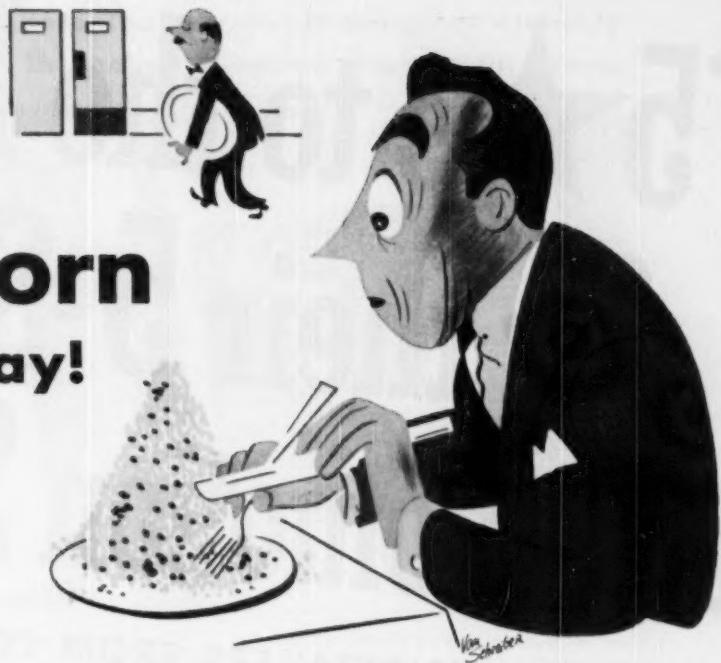
Five hundred distributors and their salesmen attended a distributor meeting of the Duo-Therm division of Motor Wheel Corp. in Lansing, Mich., on May 22-23.

Karl Egeler, sales manager for the division, told the group that the 1940 census showed 19 million homes without central heating and predicted less than a 10 percent change when the 1950 census is completed. "There have been 17 million marriages since 1940 and many of these people are living in little homes, newly built. The market is there. What is needed is adequate sales training and service training for dealers. Margins are as large as on any appliance."

Advertising manager L. C. Vandertill revealed details of the most extensive advertising program ever undertaken by the division. Seven national magazines are on the fall schedule.

Vice-president M. F. Cotes told the group that an outside selling program again was necessary to sell space heaters.

You eat  
**3 lbs. corn**  
 every day!



Whether you chow at the Waldorf, Pump Room, or Antoine's, or take potluck at home...you and the average American eat a pound of corn at every meal...asham and eggs, T bone, pork chops, milk, cheese, hot dogs, hamburger, or even muffins and corn flakes!

Corn is the great staple in US diet, chief concern of a vast region, a major industry of this country.

The big business of growing corn takes resources and resourcefulness, the skillful application of soil sciences, careful cultivation, developing of new species, research, modern machinery, for maximum production and profits.

The work manual handbook of new ideas and improved methods, the guide to better business and better living on the nation's best farms in the cornbelt is **SUCCESSFUL FARMING**...with a forty year record of service.

SUCCESSFUL FARMING families are the nation's best farmers...have the

best land, and the largest investment in buildings, machinery, equipment and livestock...get the largest crops and highest cash returns. The million SF farm subscribers in the fifteen Heart states alone, earn easily 50% more than the average US farmer.

Ten years of unparalleled prices and prosperity have piled up billions of savings, made a vast new market for all kinds of electrical merchandise and goods that better farm business and living.

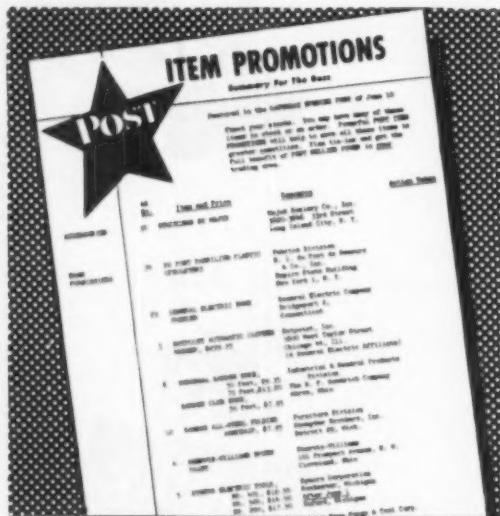
Your advertising in general media doesn't reach most of today's best farmers—needs **SUCCESSFUL FARMING** to open doors, minds, and opportunities. You're not getting full potential sales, if you overlook this major market and medium. For data and detail on both, call any SF office. **SUCCESSFUL FARMING** Des Moines, New York, Chicago, Cleveland, Detroit, Atlanta, San Francisco, Los Angeles.

# "5★s to the Post for their 5-Star Item Promotion Service"

SAY PRINCIPAL RETAILERS FROM COAST TO COAST



**ITEM SHEET:** Retailers get advance information and a reproduction of all ads an eighth page or larger in plenty of time to make plans. Item sheets tell the whole story and tell it fast, give resources, retail price, available promotion material, facts for sales training and advertising copy.



**SUMMARY FOR THE BOSS:** A quick, easy way to coordinate the promotion of all items in the kit. The head man gets a listing of every item in the Post's Item Promotion Service. They are grouped by departments. Price and resource are given. There is space to note action taken.

**POST**

**POST**

**POST**

**PO**



**Tailored to retailers' specifications, The Saturday Evening Post's weekly Item Promotion kit goes to the nation's leading department stores.**

**3** **MERCHANDISING NEWS:** Here's a fast-moving newsletter of facts on promotions, sales trends, stunts, and statistics. It's done in the retail language by a staff that knows the retail business. And it is backed up by years of experience that the Post has in merchandising research.

**5** **DISPLAY AIDS:** Retailers get the right mats, repro proofs, copy for signs, etc. They're on hand at the right time. At regular intervals such aids are included in the Item Promotion Service mailing. They are designed to help make item promotions quick, easy, and effective.

**4** **SUCCESS STORIES:** Want to know how one store used celebrities to push shirts? How another started a run on stockings? The success stories are case histories of how other merchandise men are using The Saturday Evening Post's weekly Item Promotion Service and using it successfully.

Twenty years ago The Saturday Evening Post pioneered in developing scientific merchandising information and methods. The Post's Item Promotion Service is just one of many aids to advertisers and merchandisers. Ask your Saturday Evening Post representative to tell you about the others.



Betcha never saw a water heater with as much to offer as a....



## GLASS-LINED (Porcelined) FOWLER

One look will convince you...Fowler has everything it takes to make a water heater BEST!

Made by a national manufacturer with more than 35 years of water heating experience, Fowler has features you won't find in other heaters...features that make customers want an automatic Fowler—and nothing but a Fowler.



**First with Fowler!** ...assurance of rust-free hot water always. 2 coats of flawless, durable porcelain enamel line tank to give a smooth, non-porous, sanitary surface. Water never touches metal. Tank is corrosion-proof, lasts longer.

### ELECTRIC WATER HEATERS

Patented 3-Way Built-in Insulation. Dead air space; aluminum reflector jacket; 3-inch Fiberglas. Easy-Adjustable Automatic Temperature Controls. Solo "Black Heat" lock-on, external-type elements provide efficiency, long life. Copper Heat Trap eliminates wasteful circulation of hot water in plumbing system. Approved by Underwriters' Laboratories. Capacities: 5 to 80 gallons. (Table Top models, 30 and 40 gallons.)

### GAS WATER HEATERS

Extra-Heavy Insulation.  $2\frac{1}{2}$  in. thick Fiberglas blanket from top to bottom of heater keeps water hot longer. Snap-Action Thermostat; easy temperature adjustment. Over-sized Tapered Heat Pipe supplies 8% more heating area than 3-inch pipes most commonly used. Economy. One-Piece Raised Port Burner, burns all gases. AGA Approved. Capacities: 22, 30, 35 and 45 gallons.

Glass-lined Fowlers are backed by the manufacturer. Electric heaters and gas heaters carry 20-year and 15-year prorated warranties, respectively.

Fowler is lowest priced of all non-corrosive tank water heaters now offered independent dealers.

glass-lining

big features

big value

warranty

price

Dealers—  
Distributors

WRITE for  
full details.

**FOWLER** MANUFACTURING COMPANY

2345 S. E. Gladstone, Portland 2, Oregon

Please send complete information about Fowler Electric and Gas Water Heaters.  
Dealer \_\_\_\_\_  
Address \_\_\_\_\_  
Distributor \_\_\_\_\_  
Address \_\_\_\_\_

## April Production Remains Ahead Of 1949, Though Down from March

Shorter work month accounts for drop;  
four month totals stay ahead of 1949

During April retailers began complaining that their end of the appliance, radio and television business had "softened up"; production figures for the month indicate that the slowing down of sales had not greatly affected manufacturers during that period. The figures for April are far ahead of comparable statistics in 1949 and are, in several cases, not far behind March's record-breaking figures — set in a month with more work days than April.

Even more noteworthy is the fact that some four month totals this year are running ahead of five and six month figures last year.

Refrigerator production, for instance, which in March climbed to 586,293 units, fell only 40,000 during April to become the second highest monthly figure ever recorded. The months of February, March and April thereby became the top three in the industry's history. The four month refrigeration total easily passed 1949's five month figures; range and freezer four month marks were ahead of six month figures for 1949.

TV production continued at a record pace too, with weekly production staying at the 105,000 level attained in March. For the four-week April period production totaled 420,026 sets—lower, of course, than the longer March period, but a whopping 152 percent ahead of April, 1949.

The Radio Picture. Radio production dropped off almost 100,000 units from March's 980,000 mark but was still 74 percent ahead of April last year. Four month totals of 3,273,658 were 31 percent ahead of 1949. Production of FM-equipped sets dropped from 98,000 to 78,000. But while the March figure was only 37.8 percent ahead of the same month in 1949, the April mark was a healthy 107.67 percent ahead of April last year. The same was true of AM production with the April mark being 71.6 percent over 1949 while the March figure was only 42.21 percent ahead of last year. Unit production in April, however, dropped from 882,223 to 804,698 units. So far this year 2,921,918 AM sets have been turned out and 351,740 FM sets have left production lines.

The four month television total passed the million and a half mark during April, coming to rest at 1,647,956. This was 179.75 percent ahead of the same month last year.

Hot Refrigeration. The four month totals on refrigerators had climbed to 1,969,684 by the end of April, a figure substantially ahead of five month production in 1949. The April production of 546,000 units was 211,000 ahead of the same month last year and the four month total was up 507,000 units from 1949.

Range production fell somewhat in April from the March all-time high, but was still the second best month in the industry's history. The April total was 118 percent

ahead of the same month last year and boosted the four month production 42 percent ahead of 1949. This four month mark neared the half-million level, stopping at 495,190 units, 30,000 better than six month figures last year.

Much the same was true in the home freezer picture, with production falling below March but topping any other month since September, 1948. Here, too, 1950 four month totals passed six month production levels in 1949. Manufacturers turned out 42,480 freezers in April, 98 percent ahead of the same month last year.

**Washer Data.** Washer production suffered a sharp drop in April, falling 90,000 units to 331,072. This was still good enough to put it 73 percent ahead of 1949 and produce a four month total well ahead of six months in 1949.

Ironer production fell less sharply, dropping from 37,800 to 31,600. This latter figure was 74.59 percent over April a year ago and resulted in a four month figure 18.97 percent ahead of 1949.

Dryer production stayed almost even with March figures and was an almost unbelievable 463 percent ahead of what figures were available last year. April production was 25,140 units bringing the four month total to 91,149.

Vacuum cleaner production dropped to 292,664, considerably below the March figure but 15.83 percent ahead of the same month last year. Four month totals were 1,166,343 cleaners, almost 13 percent better than last year.

### STATISTICAL SUMMARY ON PAGE 718

### Window Shopper



NEW YORKERS can now order what they want from Lewis & Conger window displays without bothering to enter the store. Expected to get its most frequent use on Sundays, holidays and during the evenings, this "tell-it-to" device records orders on a roll of "Scotch" recording tape. Shopper deposits quarter which operates the tape recorder for 45 seconds; the quarter is refunded on the bill for the merchandise ordered.

Du Pont announces a NEW finish for refrigerator interiors

# Now you get twice the sales impact

...with



...plus



No wonder profit-wise dealers everywhere point to the DULUX Enamel seal to give prospects visible proof of quality exterior finishing — a finish that gives years of washable, mar-resistant service. Sparkling, rigidly-pre-tested DULUX Enamel has helped to clinch over 20,000,000 refrigerator sales!

And now you get just twice the sales ammunition . . . famous DULUX Enamel on the outside, identified by the DULUX Enamel seal . . . PLUS . . .

... NEW DULUX Food Compartment Enamel on the inside . . . identified by a new seal to put more punch into your sales story!

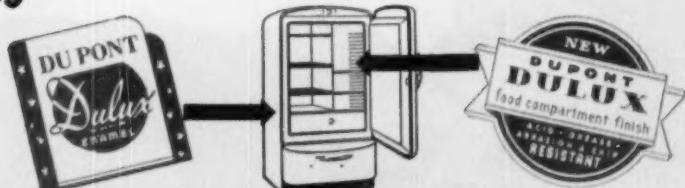
DULUX Food Compartment Enamel provides refrigerator liners with the same kind of long-term beauty and protection that has made DULUX Enamel America's leading home appliance finish. Be sure your manufacturer supplies DULUX-finished refrigerators with both DULUX seals. If you don't ask for them when you buy, you can't feature them when you sell!

USE THESE SEALS TO CLOSE YOUR DEALS

"DULUX" IS AMERICA'S LEADING  
HOME-APPLIANCE FINISH



## DULUX Refrigerator Finishes





**Indiana town installs electric disposers;  
fires the garbage man\***

GENERAL ELECTRIC UNITS TO BE PLACED IN ALL  
JASPER HOMES—POINT TO WIDE MUNICIPAL SAVINGS

\*Retailing Daily, February 17, 1950

**Garbage cans outlawed by  
Jasper City Council\***

\*Louisville Courier-Journal Times, February 16, 1950

GENERAL ELECTRIC  
*Disposall*

**G-E Waste Disposers to replace  
garbage collections in Jasper, Ind.\***

\*New York Times, February 16, 1950

# GENERAL ELECTRIC'S MAKING NEWS IN JASPER!

## Jasper's making G-E Disposall® sales easier for YOU!

**One food waste disposer—and only one—was picked for Operation Jasper!**

It had to be one that proved itself *in tests*—one that could meet the challenge under the strictest operating conditions . . . provide the best value. It was the GENERAL ELECTRIC DISPOSALL!

Here are the facts (as reported in the nation's leading newspapers and news weeklies):

On February 16, 1950, the city council of Jasper, Indiana, voted to suspend all municipal garbage collection after August 1st and to adopt the food waste disposer as a substitute for the garbage can and the collection truck.

At this same time, it was announced that the General Electric Disposall was selected for

installation in the homes of Jasper.

### What do the Jasper headlines mean to you?

They point to the day when garbage will be a forgotten word all over America—when the food waste shredder will be as essential a part of the home as the electric refrigerator! They open up one of the biggest untapped markets that home appliances have ever had!

The "big doings" in Jasper are going to prompt folks everywhere to take this modern, sanitary step of garbage elimination—right in their own homes.

And—for the smart dealer who takes advantage of this growing desire, and encourages it—it is going to mean "big doings" right on the floor of his store!

*You can put your confidence in—*

**GENERAL  ELECTRIC**

OUTSTANDING

# Voss<sup>®</sup>

FEATURES

BRING 105.5% INCREASE  
IN 1950 SALES



Now is the time to tie in with fast-selling  
Voss Washers . . . America's Quality  
Line since 1876.

Backed by seventy-four years of experience in the washer field . . . Voss Washers have such exclusive features as:  
**Tangle-Proof Top Suds Washing • World's Only "Electro-Safe" Wringer • Corrugated, Double-Wall Insulated Tub • Automatic Timer • Ball Bearing, Sealed-in-Oil, "Time-Tested" Mechanism and many others, all designed for easier sales.**

**VOSS BROS. MFG. CO.**

BAYPORT, IOWA



## Manufacturers Sales Appliances and Radios

### DRYERS, CLOTHES

(Members, American Home Laundry Mfrs. Assn.)

April, 1950.....	25,140	132,859
April, 1949.....	4,458	60,739
4 Mos. 1950.....	91,149	495,190
4 Mos. 1949.....	31,731	347,925
% Change versus 1949:		
April, 1950.....	+463.93	+118.74
4 Mos. 1950.....	+187.26	+42.33

### RANGES

(NEMA Member Sales, Not Industry)

April, 1950.....	42,480	546,279
April, 1949.....	21,441	335,092
4 Mos. 1950.....	165,591	1,969,684
4 Mos. 1949.....	100,090	1,462,821
% Change versus 1949:		
April, 1950.....	+98.12	+63.02
4 Mos. 1950.....	+65.44	+34.65

### REFRIGERATORS

(NEMA Member Sales, Not Industry)

April, 1950.....	42,480	546,279
April, 1949.....	21,441	335,092
4 Mos. 1950.....	165,591	1,969,684
4 Mos. 1949.....	100,090	1,462,821
% Change versus 1949:		
April, 1950.....	+98.12	+63.02
4 Mos. 1950.....	+65.44	+34.65

### VACUUM CLEANERS

(Industry Estimate by Vacuum Cleaner Mfrs. Assn.)

April, 1950.....	31,600	292,664
April, 1949.....	18,100	252,656
4 Mos. 1950.....	117,300	1,166,343
4 Mos. 1949.....	98,600	1,032,890
% Change versus 1949:		
April, 1950.....	+74.59	+15.83
4 Mos. 1950.....	+18.97	+12.92

### RADIO RECEIVERS, ALL TYPES, INCLUDING TELEVISION

(Radio Manufacturers Assn.)

April, 1950.....	1,302,732	333,072
April, 1949.....	673,005	192,500
4 Mos. 1950.....	4,921,614	1,375,417
4 Mos. 1949.....	3,081,561	820,500
% Change versus 1949:		
April, 1950.....	+93.57	+73.02
4 Mos. 1950.....	+59.71	+67.63

### TELEVISION RECEIVERS

(Radio Manufacturers Assn.)

April, 1950.....	420,026	333,072
April, 1949.....	166,536	192,500
4 Mos. 1950.....	1,647,956	1,375,417
4 Mos. 1949.....	589,073	820,500
% Change versus 1949:		
April, 1950.....	+152.21	+61.12
4 Mos. 1950.....	+179.75	+46.89

### WATER HEATERS, STORAGE

April, 1950.....	62,372	333,072
April, 1949.....	38,711	192,500
4 Mos. 1950.....	224,483	1,375,417
4 Mos. 1949.....	152,818	820,500
% Change versus 1949:		
April, 1950.....	+61.12	+61.12
4 Mos. 1950.....	+46.89	+46.89

### F.M. AM AND F.M. RECEIVERS

(Radio Manufacturers Assn.)

April, 1950.....	78,008	333,072
April, 1949.....	37,563	192,500
4 Mos. 1950.....	351,740	1,375,417
4 Mos. 1949.....	355,481	820,500
% Change versus 1949:		
April, 1950.....	+107.67	+61.12
4 Mos. 1950.....	-1.05	+46.89

### Latter Day Aladdin



EVERY LAMP in the Nashville showroom of Aladdin Industries lights when this wrought iron Arabian lamp is rubbed by visitors. A second touch and all lights go out.

# Sensational new Low Priced TV!

**Geared for Summer Promotion!**

LET Arvin give your summer sales The Big Lift with these sensational top quality, low priced television models.

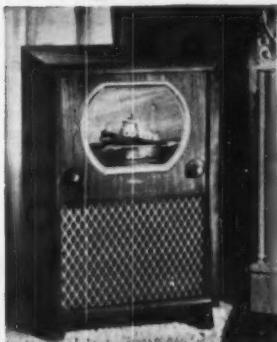
These are not ordinary promotion models. They're big performing sets built to Arvin's traditionally high standards of quality . . . with no servicing headaches. Outstanding features include: No-Glare "Black" tube . . . 92 sq. in. of undistorted picture . . . simplified tuning . . . selected hardwood cabinets in luxury mahogany finish . . . service-free electromagnetic circuit . . . straight AC operation for longer tube life. Write, wire or phone your distributor today. Get on the bandwagon now! Ride with Arvin—the fastest growing name in television.

# Arvin TV



**VISIBLE VALUE**

You can see the difference!



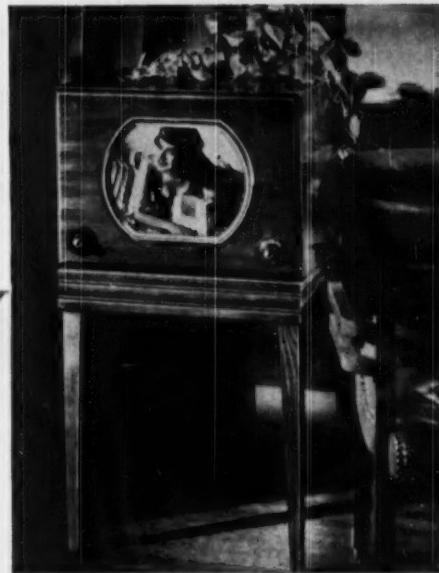
**\$179<sup>95</sup>**

**Model 2126CM.** Now! A nationally advertised 12½" "Black" tube console at the price of smaller sets! Every big wanted Arvin feature. Beautiful classic lines, luxury mahogany finish, tasteful appointments. Not to be confused with ordinary television—this is a real big-performing Arvin! Order now for top summer sales.



**\$279<sup>95</sup>**

**Model 2124CCM.** Best combination buy in the industry! Radio-phonograph-television in a stunning mahogany finished cabinet. 12½" No-Glare "Black" tube. Internix automatic record changer. Plays 33, 45 and 70 RPM records. Shuts off after last play. Big performing quality Arvin Velvet Voice Radio. See it, hear it, order it today.



**\$149<sup>95</sup>**

**Model 2123TM.** Leader in any price or value parade! No-Glare "Black" tube. 92 sq. in. of clear, sharp, locked-in picture. Synchro-sound. Velvet Voice tone system. Beautiful mahogany finish cabinet. Matching table extra. It's the TV buy of the year!

Arvin—Fastest growing name in television!

**Arvin Industries, Inc.**

Columbus, Indiana

(Formerly Noblett-Sparks Industries, Inc.)



- Greater potential market
- Lower priced for more sales
- Better built for customer satisfaction

Here's the solution to many a small home owners' problem of getting complete home ventilation at a price he can afford. Now, for less than \$100.00 you can retail this new Koolmaster exhaust unit, with a big margin of profit for you.

It's your chance to get in on a fast moving item that incorporates two real selling points, QUALITY MERCHANDISE and LOW PRICE—a combination that's unbeatable.

Home owners save costly installation charges (they do the job themselves—takes only a screwdriver and wrench). In addition the Koolmaster Awning Fan offers extra protection against the sun with its aluminum housing. Runs quietly, on rubber mounting, for a few cents a day. Doesn't disturb the appearance of the room—fits to outside of house—no more altering or defacing building.

© 1950 TRADE MARK

#### Specifications

- 24" exhaust type fan with Torrington "Verified" blades.
- Width of housing 33 1/4" will accommodate itself to windows 28", 30", or 36" wide.
- Ball bearing fan shaft bearings.
- 5000 C. P. motor.
- 1/4 H.P. heavy duty vertical shaft motor.
- Comes complete with Aluminum Awning and standard plug-in extension cord.

Write today for complete information — Dept. EM

**AIR EQUIPMENT CO.**

1713 West Carroll Avenue • Chicago, Illinois



## News Briefs

**Magnavox Reduction.** Predicting a "terrific" impact on the 19-inch market, Magnavox Co. has announced a reduction of nearly 20 percent on its "Shoreham" console. The set was formerly priced at \$495 and now retails at \$399.50. Rebates covering the difference in net costs were made on all units shipped since April 15.

**Triple Ad Budget.** Motorola, Inc., will triple its advertising budget for 1950, the firm announced late in May. National and local ad expenditures are expected to total 15 million dollars.

**Universal Summer Theme.** "Cool cooking" on the porch or terrace through use of electric housewares will be promoted by Landers, Frary & Clark this month and next. Emphasis will be placed on an iced coffee theme and the Universal Coffeematic, a serving tray and eight glasses will be offered for \$29.95. Point of sale material for dealer use is available.

**Cory Reduction.** Cory Corp. has announced a price reduction of \$1.55 on a rubber bushing type of coffee maker which formerly retailed at \$5.50. New fair trade list price is \$3.95. Full jobber and dealer margins will be maintained.

**Expand Distribution.** Freed Eismann television will be sold in a limited number of additional markets through regular wholesale appliance distributors, the Freed Radio Corp. announced in mid-May. At present the firm's consoles are sold throughout the northeastern seaboard and in Detroit and Chicago on a direct-to-dealer basis.

**Display Awards.** Coronet magazine is awarding eight monthly prizes of \$100 for window displays of products advertised in the magazine. Retailers compete only with dealers in their classification (appliance stores are one category). Interested retailers should contact Coronet, specifying the products they intend to display.

**Mart in Movies.** RKO Pathé has released a 15-minute movie, "Trading Post," portraying the growth of Chicago's present Merchandise Mart from a small trading post. The short was released in May as part of the Mart's twentieth anniversary observance.

**Air Conditioner Volume Up.** Shipments of room air conditioners by Mitchell Mfg. Co. in the first quarter exceeded sales for the comparable period, last year by more than 300 percent. Profits on the line were five times those of the first quarter in 1949 while orders on hand were almost five times total shipments to distributors in 1949.

**Remington Rand Change.** The TV picture tube division of the Remington Rand Laboratory of Advanced Research (including manufacturing facilities for turning out rectangular tubes) has been transferred to the Reeves Soundcraft Corp. The transfer enables Remington Rand to devote its staff and facilities to new vacuum tube developments.

**Easy Window Contest.** Prizes totalling \$15,500 will be awarded to 106 dealers who took top honors in Easy Washing Machine Corp.'s window display contest which closed late last month.

**Stepped-up Production.** Industrial Television, Inc., expects to produce 54,000 TV receivers during the year, a figure reflecting a sharp upswing in the firm's business. The company says it has no plans to extend its factory-to-consumer selling beyond the northern New Jersey area and will rely on regular dealer channels in other markets.

**Arvin Name.** Stockholders of Noblitt-Sparks Industries, Inc., late last month voted on a proposal to change the firm's name to Arvin Industries, Inc. Directors of the firm voted to make the change during their mid-May meeting.

**Record Figure.** Hotpoint, Inc., will spend nine million dollars this year in merchandising its kitchen and home laundry appliances, a figure eight times prewar expenditures.

**Meck Survey.** The size of the family income has no particular bearing on the screen size or brand (Continued on page 122)

#### Not on the Ark



**GOMAR**, an Egyptian cook for the Mount Sinai expedition of the American Foundation for the Study of Man, shows off the G-E refrigerator used to keep food fresh for four Americans and two Egyptians working and living in 1500-year-old St. Catherine's monastery, 300 miles from Cairo in the Arabian desert.

# IT'S TERRIFIC IN TEXAS

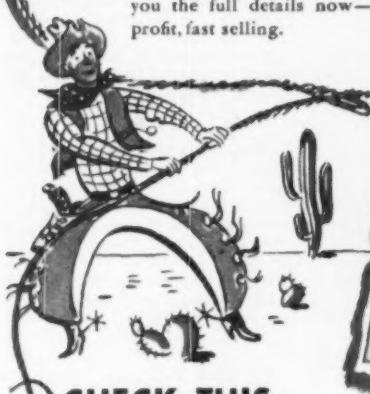
ANOTHER SENSATIONAL  
SUCCESSFUL  
**EUREKA**  
PROMOTION

★  
**ONE AD — 41 CALLS  
41 SALES!**

Believe it or not! That's exactly what happened when CRA-BELL Vacuum Cleaner Company of Houston ran this EUREKA "700" Tank Ad just once. Yes Sir! There were real fireworks in Houston. The phone started ringing—and kept it up for days.

In all, there were 41 bona fide EUREKA Cleaner inquiries—but, listen to this—they resulted in 41 EUREKA CLEANER SALES!

Yes, this Eureka promotion was Terrific in Texas—and it will be terrific in your town, too! Let us rush you the full details now—it's HOT for big profit, fast selling.



**CHECK THIS  
SUCCESS STORY YOURSELF!**

Ad Cost.....	\$278.78
Position.....	1st page—2nd section
Inquiries.....	34
By phone.....	34
In store.....	7
Total.....	41
Sales—35—Model "700" Tanks.....	\$2798.25
3—Model "5-250" Uprights.....	239.85
2—Model "600" Tanks.....	119.90
1—Model "D-660-A" Tank.....	49.95
41 Eureka Sales.....	\$3207.95

41 Prospects — 41 Sales — Advertising Cost 8.7%

# EUREKA

*a New Kind of Cleaner*

Eureka Williams Corporation, Bloomington, Ill.

## NEWS BRIEFS

—CONTINUED FROM PAGE 120—

of television set purchased, according to a survey made recently for John Meek Industries, Inc. President John Meek has concluded that there is every indication that price is not a factor that influences high and low-income groups differently in the purchase of a TV set.

**Arvin Meeting.** New TV, radio, and radio-phono-TV lines were introduced to Arvin radio and television distributors from all over the United States at a special convention last month at Highland Park, Ill.

**Canadian Plant.** Rival Mfg. Co. has announced the opening of a plant in Lachine, Quebec, for the manufacture of its complete line of household devices. Differences in foreign exchange rates will allow Rival to lower its present Canadian prices by manufacturing its products in that country.

**G.E. Prosperity.** Stockholders attending an "open house" at the Bridgeport, Conn., plant of General Electric in late May were told by vice-president H. L. Andrews that appliance sales in 1950 will equal or exceed those of 1949. He said G-E plants are turning out appliances at the rate of 12,000,000 units a year.

**Lamp with TV.** A specially designed television lamp which eliminates eye fatigue for the viewer will be given away as standard equipment with every new Sylvania television receiver.

**Majestic Sell-out.** Scheduled June, July and August production of the new Majestic TV line was completely sold out at the firm's national distributor convention held prior to the Radio Parts Show in Chicago in May. The firm said its plants would begin second shifts shortly to allow for overall increased production of the line.

**Du Mont Prediction.** Americans will buy 30,000,000 TV sets and accessories costing seven billion dollars in the next five years, Dr. Allen B. Du Mont said recently. He predicted an increase in transmitting stations from the present 105 to approximately 1000.

**Air Conditioner Boom.** Sales of Philco air conditioners for the first four months of 1950 were 57 percent ahead of last year and the increase for May was expected to be even greater, the firm said in late May.

**Too Many Volunteers.** Although only 300 families are to be selected, more than 50,000 families in the Chicago area have applied to Zenith Radio Corp. for the privilege of participating in the firm's Phonevision test scheduled for September.



UP-TO-THE-MINUTE items "timed to meet the demand for something new, better and budget-saving in price"—that's the Bersted line of quality *Fostoria* and *Eskimo* appliances.

Whether it be the combination Sandwich Toaster and Waffle Mould, with its interchangeable snap-in grids; the beautifully designed 2-section Corn Popper; the magic-warmth Fan Heater, that takes care of so many jobs it knows no season; the feature-laden Iron, or other products of the group, here are business builders—wanted items which can pull a sales curve right out of the doldrums.

And for heating units—all-important "hidden

assets" that assure top-level performance—Bersted specifies Nichrome. For Nichrome, the superb electrical heating alloy that is the very hallmark of dependability, means trouble-free operation throughout years of service.

And trouble-free operation transforms itself into customer satisfaction... more sales, quicker turnover, repeat orders—the very things you are looking for. So make sure the appliances you handle have heating elements of Nichrome. If your manufacturing sources are not already furnishing you with this outstanding plus value, profit by asking them to do so.

Nichrome is manufactured only by

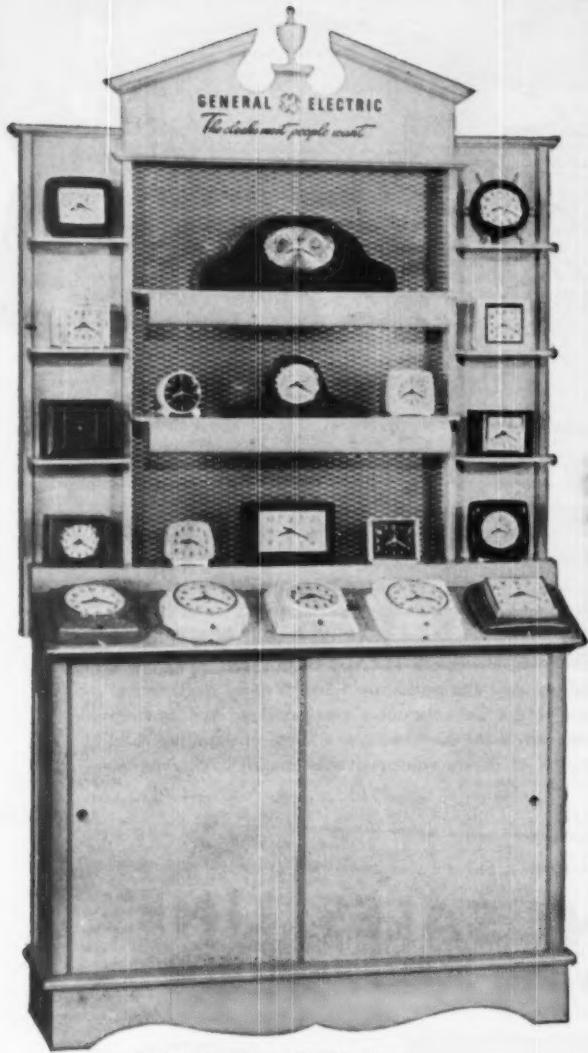
**Driver-Harris Company**  
HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Los Angeles, San Francisco  
Manufactured and sold in Canada by  
The B. GREENING WIRE COMPANY, LTD., Hamilton, Ontario, Canada



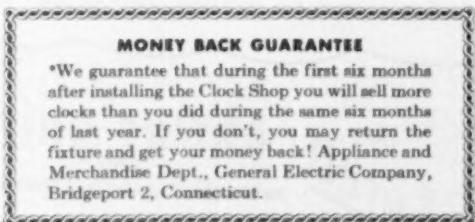
\*T.M. Reg. U. S. Pat. Off.

# We GUARANTEE\* you will sell MORE clocks...or your money back!

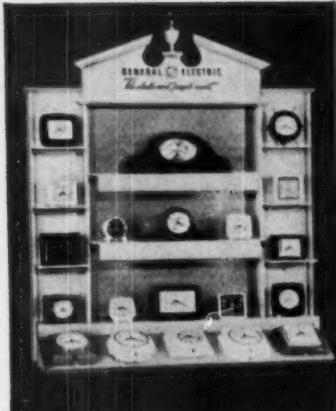


**The De Luxe Clock Shop!**

Gives you a separate clock department, in the small floor space of 4 square feet! Adds to your store's attractiveness. Customers can select clocks they need. The G-E Clock Shop is finished in beautiful antique ivory color. No setting-up necessary. Simple one-plug connection for all lights and one clock!



**MONEY BACK GUARANTEE**  
\*We guarantee that during the first six months after installing the Clock Shop you will sell more clocks than you did during the same six months of last year. If you don't, you may return the fixture and get your money back! Appliance and Merchandise Dept., General Electric Company, Bridgeport 2, Connecticut.



**The De Luxe Clock Shop Upper Section!**

If you prefer to use your own table or counter, then here's the upper section of the De Luxe Clock Shop—all ready for you. It's a terrific merchandiser, shows off your G-E clocks to great advantage. Works swell in window, on counter, or in center aisle.



**The Junior Clock Shop!**

Here's a brand-new dandy for you. It's a handsome unit that answers a long-felt need for a permanent counter or window display fixture—where space is very limited. Holds up to 12 assorted clocks. Made in the same attractive Colonial design as the De Luxe Clock Shop.

**Install one of these three  
G-E Clock Shops today!**

## Your CHOICE of Clock Shops

is available to you—through a  
**SPECIAL-TO-YOU DEAL!**

**Ask your distributor ... TODAY!**

**You can put your confidence in —**

**GENERAL ELECTRIC**

# Wrap up your future with these two lines

EVERY WOMAN with a wash line (and that's most of the 50,000,000 women in the country) is just waiting to be sold on a way to get rid of the most drudging of all washday jobs—hanging out the wash.

And the Lovell drying unit's 3-point "sales line" is the line that will sell her.

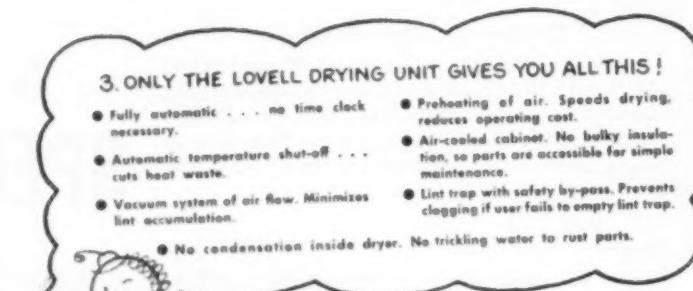
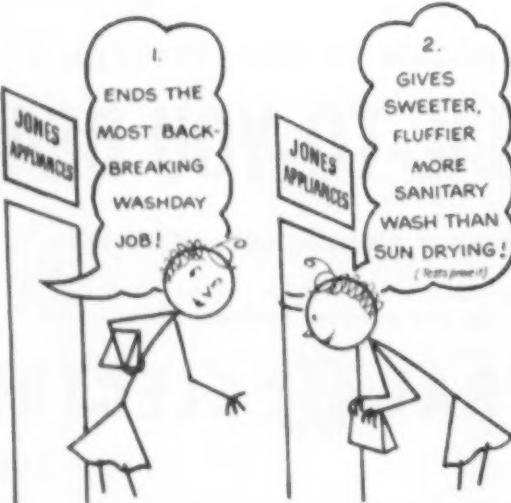
Get set now to get in on the ground floor of the greatest new appliance market with one of the greatest names in the home-laundry field. Tie the Lovell sales

line to the wash line and your future's all wrapped up!

Lovell drying units were introduced more than ten years ago. Today Lovell is making drying units for such famous manufacturers as APEX, BARTON, CONLON-MOORE, DEXTER, HAAG, HORTON, THOR and others. Add the well-known Lovell name to these and you've got an unbeatable combination. And to help you sell, make sure you know these outstanding sales points of dryers equipped with Lovell drying units:

## LEARN THIS 3-POINT SALES "LINE"

for the Lovell Drying Unit—AMERICA'S NEWEST HOUSEHOLD BLESSING



**DRYING UNITS  
AND  
PRESSURE CLEANSING WRINGERS**

Lovell Mfg. Co. • Erie, Pa.

# ELECTRICAL APPLIANCE NEWS

ASHA A. HOOCHE  
New Products Editor

## New Products



### MONITOR PRESTOMAT Washer

*Monitor Equipment Corp.,  
Riverdale-On-Hudson, N.Y.*

**Device:** Monitor Prestomat washer with new hydraulic pressure type damp dryer.

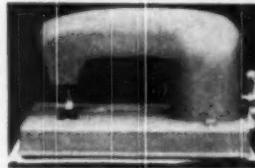
**Selling Features:** Washes and damp dries four bundles of 8 lbs. each, in 25 minutes, the manufacturer claims; stainless steel tub compartment has the Monitor Aerator Pulsator washing action in which Pulsator is set flush in side of tub and propels water and air through clothes; separate Prestomat damp dryer compartment has patented flexible rubber tub compartment which gently squeezes soapy water out of clothes by hydraulic pressure without aid of motor; clothes are then rinsed in same compartment without further handling, by turning a circular water valve which releases a circular spray of clean rinse water from jets around dryer top; extracting of soapy water and rinsing and drying takes only a few minutes; simple mechanism of Monitor Prestomat consists of a motor and V-belt to turn Aerator Pulsator; no gears of other controls; 24 in. cabinet type unit needs no bolting; fits into streamlined kitchen or laundry; hose may be coupled with nearest water and drain connection without special plumbing; no wringer, no agitator, no spinner.

*Electrical Merchandising, July, 1950*

per day in room to be conditioned; one unit supplies adequate capacity to cool a room during night in warm temperature weather, however during hot days, both can be operated simultaneously; a thermostatic control, available if desired, provides completely automatic operation for one of the 2 systems; air is circulated at rate of 315 cfm; ventilating control admits fresh outside air up to 50 cfm; replaceable spun glass type filter simply slips out through bottom of case, without raising window; oil coated it is located directly in front of cooling unit and above room air inlet.

New steel cabinet extends only 13 in. into room; recessed control dial; grille has adjustable louvers to direct air to any part of room.

**Price:** \$419.75.  
*Electrical Merchandising, July, 1950*



### SEWMATIC Portable Sewing Machine

*Erie Products Co., 446 New Center Bldg., Detroit, 2, Mich.*

**Device:** Erie portable electric sewing machine

**Selling Features:** Completely enclosed dust-proof mechanism; built-in light; rheostat foot control; direct drive-cam action accounts for uniform stitch; built-in thread spool and operating mechanism; a.c.-d.c. motor; Chrysler self oiling bearings; weighs 11½ lbs.; aluminum alloy die cast housing; floating pressure foot; modern design.

**Price:** \$49.95.  
*Electrical Merchandising, July, 1950*

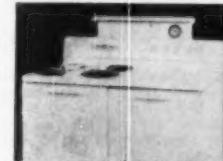


### FRIGIDAIRE Air Conditioner

*Frigidaire Div., General Motors Corp., Dayton, 1, Ohio*

**Model:** 1-ton window type room air conditioner No. ARM-100.

**Selling Features:** Completely self-contained; plugs into any outlet; fits double-hung windows from 29 to 56 in. wide; 2 separate Meter-Miser refrigerating systems provide "selective cooling"—with both systems operating there is equivalent in refrigeration capacity of melting nearly a ton of ice



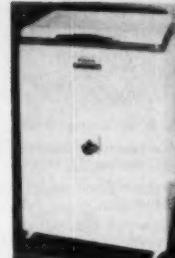
### G-E Range Accessory

*General Electric Co., Bridgeport, 2, Conn.*

**Device:** New lamp and timer accessory for attachment to two standard G-E ranges.

**Selling Features:** Designed to make Stewardess and Leader model ranges fully automatic at slight increase in cost, the accessory is designated as No. LTI-G, and consists of a lamp, shade and oven timer; stands 5 3/16 in. above top of backsplash and is 24 in. long.

*Electrical Merchandising, July, 1950*



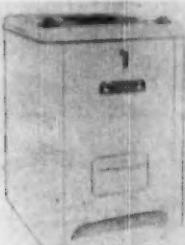
### APEX Portable Dishwasher

*The Apex Electrical Mfg. Co., Cleveland, O.*

**Model:** Apex Roll-A-Way automatic dishwasher, No. 2-890.

**Selling Features:** Mounted on casters, stands 36 in. high; when closed, rectangular top provides work surface; plugs into any outlet; water intake hose attaches readily to hot water faucet; drains hose hooks over edge of sink; adaptable to any water pressure; automatically washes and rinses twice at turn of switch; complete cycle takes 15 min.; ½ h.p. motor operates specially designed marine pump which forces water through 5 rotating hydrojets with high pressure nozzles which spray dishes front and back; capacity for a service for a family of 5; one load requires only a teaspoonful of detergent and 3½ gal. hot water; cover and sides of Fiberglas which is impervious to stains, odors, acids, etc.; vinyl plastic rack cushions dishes; operates on 110-volt a.c.

**Price:** \$169.50.  
*Electrical Merchandising, July, 1950*



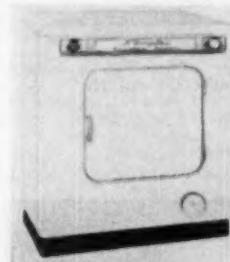
### HORTON Automatic Washer

*Horton Mfg. Co., 731 Orange St., Fort Wayne, 1, Indiana*

**Device:** Horton No. 500.

**Selling Features:** Has 10 lb. capacity with double tumble action; uses approximately 26 gal. water overall; selective timer; automatic, top fill door-washer stops automatically when door is opened; accessible lint trap; 36 in. high, 24 in. wide and deep.

**Price:** \$264.95.  
*Electrical Merchandising, July, 1950*



### SIMPLEX Clothes Dryer

*Ironer Div., Speed Queen Corp., Algonquin, Ill.*

**Model:** Simplex automatic tumbler type clothes dryer, No. S-500-E.

**Selling Features:** Vacuum drying system draws air through clothes; evaporates over 10 lbs. water per hr.; circulates over 90 cfm; safety thermostat shuts off heat at 240 degs.; drying control dial can be set at "Lo" for damp dry suitable for ironing; "Hi" for dry, for immediate storing, or any degree of dryness in between; front door 16 in. diam. for easy loading; no interior light needed; overhead Ni-chrome element 4500 watts operates



### MODERN UTILITIES Fans

*Modern Utilities Co., 2400 De Kalb St., St. Louis, 4, Miss.*

**Models:** "Trav-L-Air" air circulator and Modern-Aire circulator No. 40. **Selling Features:** Trav-L-Air can be used as desk or floor circulator, wall or window fan or portable traveling fan; chromed spiral grill with detachable front guard and deflector; adjustable stand; 8-in., 5-bladed vairified air impeller; 1/70 h.p. motor.

No. 40 Modern-Aire circulator is a full sized, 12-in. floor air circulator; uses a 12-in., 3-blade vairified air impeller and a 1/40 h.p. motor; green finish; enclosed by safety guard.

**Prices:** Trav-L-Air, \$17.95; No. 40 Modern-Aire, \$22.95.  
*Electrical Merchandising, July, 1950*



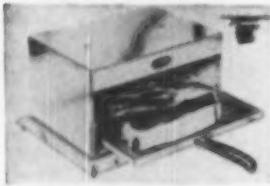
**BARTON Washers**

The Bartons Corp., West Bend, Wis.

**Device:** New line of Bartons washers includes model 52 illustrated above.

**Selling Features:** Giant tub, full skirted models are equipped with 23 in. tubs with 25 gal. water capacity and 10 lbs. dry clothes; also included in the line are full skirted washers equipped with patented water deflector tub and double duty agitator together with 3-speed washing and wringing control; all models have latest type Lovell wringers.

**Price:** No. 52, shown, \$99.95. Zone 1  
Electrical Merchandising, July, 1950

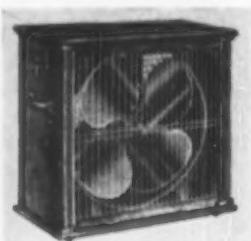


**CROWN Broilers**

Crown Broiler Co., 665 Thayer St.,  
New York City

**Models:** 3 new broilers—Models D, T and S.

**Selling Features:** All models have square type infra-red ray heating coil; 3-heat controls to cook food rare, medium or well done; adjustable broiling tray and grill; sure grip handle; 1320 watt a.c.-d.c.; complete with cord set; chrome finish. Model D for large family—of 6 or more is 17 in. wide, 12 in. deep, 9 in. high. Model T for 4 people, 13½ in. wide, and deep. Model S, for standard size family of 2 or 3 people, 12½ in. wide and deep. Electrical Merchandising, July, 1950.



**EMERSON-ELECTRIC Window Fan**

The Emerson Electric Mfg. Co.,  
St. Louis, Mo.

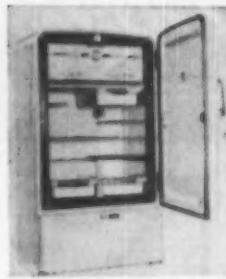
**Device:** New 16 in. Emerson-Electric variable-speed console-window fan.

**Selling Features:** Designed to be a circulating fan during day and window fan during night; cabinet of 5-ply mahogany veneer in Chippendale design to harmonize with home furnishings; equipped with cool-running induction motor, quiet-type, overlapping blades; delivers from 1070 to 200 cfm with approximately 60 speeds from which to select; 2 convenient carrying handles; protective guards front and back.

**Price:** \$49.95.  
Electrical Merchandising, July, 1950

## ELECTRICAL APPLIANCE NEWS

### New Products

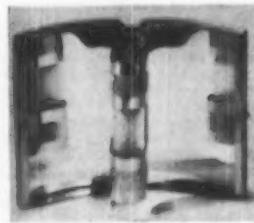


**L & H Refrigerator**  
A. J. Lindemann & Horovitz Co.,  
Milwaukee, Ia., Wis.

**Model:** Freezer Chest model No. 9202 L & H refrigerator.

**Selling Features:** Has 8.5 cu. ft. net storage; frozen food and ice capacity 534 lbs.; triple chromed shelves; Free-eze ice cube trays; 1.39 bushel dry storage bin; 2 ten qt. crisper drawers; hermetically sealed Tecumseh compressor unit.

Electrical Merchandising, July, 1950

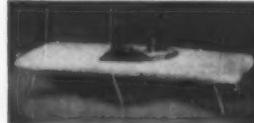


**COOPER-HEWITT Sun Lamp**  
Cooper-Hewitt Electric Co.,  
720 Grand St., Hoboken, N. J.

**Model:** "Traveler" sun lamp.

**Selling Features:** Combination ultra-violet, infra-red sunlamp encased in 24 Karat plated gold case, which weighs only 1½ lbs.; fits into palm of hand; provides tan of entire body at 24 in. distance from lamp; safe to use, the manufacturer claims, because short, undesired wave lengths are filtered out by use of special glass for mercury tube source of radiations; replaceable 250 watt, 110-125 volt a.c. ultra-violet infra-red radiation plug-in lamp unit is easily removed from case.

**Price:** \$25.00  
Electrical Merchandising, July, 1950



**SAMSON Iron 'N' Table**  
Samson United Corp., Rochester, N. Y.

**Device:** Samson Met-L-Top fold-away Iron 'N' Table, combination iron and board.

**Selling Features:** Met-L-Top fold-away table of white baked enamel steel with curved edges and rounded corners; unfolds to give smooth, even ironing surface 24 in. long, 10 in. wide; 6 metal legs, 3½ in. high with rubber tipped feet support table and make it possible to place on dresser top, desk or stand without scratching; complete with special, tailored-to-fit

pad and cover set of Sanforized material that snaps on and off; feet fold up and tuck inside to make flat package only 1½ in. thick; Samson fold-away travel iron has full-sized sole plate; comfort-grip plastic handle locks upright when in use and folds flat for packing; chrome finish; removable cord set; a.c. or d.c. operation; 110-120 volts.

Electrical Merchandising, July, 1950.



**NATIONAL Water Heater**

National Steel Construction Co.,  
1801 Pasadena Ave., Los Angeles, 31, Calif.

**Device:** National 52-gal. table top water heater.

**Selling Features:** 52-gal. table top water heaters available in "Puredure" and or "Doublex" models; both types feature snap action thermostats, submerged and easily removable, and immersion-type removable heating elements; temperature control dials adjustable from 110 to 185 degs. F., and is factory set at 150 degs. F.; asbestos covered wiring; 3½ in. insulation between tank and jacket; 1-piece table top and backplasher top available in white plastic, porcelain enamel or white baked enamel; plastic finish is impervious to acids and food stains, will not chip or crack; heat trap prevents hot water from circulating in supply pipe when no water is being drawn.

Electrical Merchandising, July, 1950



**MERCURY Awning Fan**  
Mercury Electric Corp.,  
719 Wyandotte, Kansas City, 6, Mo.

**Device:** Mercury awning fans.

**Selling Features:** Fits outside almost any window; weighs only 70 lbs.; no defacing of house to install; moves 5000 cfm—enough to keep a 5 or 6-room home cool; ½ h.p. motor turns a belt-driven, 24-in. blade at 440 rpm; corrugated aluminum awning is weather-proof; fits windows up to 36 in. junior size for kitchens and small apartments to move 1500 cfm also available.

**Prices:** \$98.50 for regular size; \$69.50 for junior.

Electrical Merchandising, July, 1950



**ROTO-BEAM Circulators**  
Roto-Beam, 1755 N. Keweenaw Ave.,  
Chicago, 39, Ill.

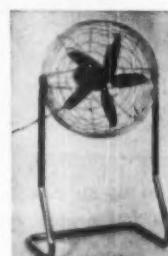


**usAIRco Air Conditioners**  
United States Air Conditioning Corp.,  
Minneapolis, Minn.

**Model:** ½ ton window type room air conditioner.

**Selling Features:** Compact, has same dimensions as the ½ ton unit except it is 2 in. higher—projects only 11½ in. into room; fits standard windows; available for 110 or 220 volt operation; no drainage or plumbing connections needed, since all water condensed out of air is used to increase efficiency of condensing the Freon refrigerant; adjustable fresh air intake and ventilation with or without cooling made possible by 2 controls on top of cabinet; one knob adjusts fresh air damper—the other has 3 positions: 1. cooling and ventilating; 2. ventilating only; and 3. both off. This 3-way control permits ventilation in winter with cooler shut off; newly designed cooling coils have more efficiency; centrifugal blower makes less noise and circulates without draft; sealed-in compressor warranted for 5 years; cabinet in wood grain finish.

**Electrical Merchandising, July, 1950**



trol regulates directional flow of air to full range; chrome plated fan guards completely enclose propeller; low stand units can be converted to high standard units by adding telescopic tubes adjustable from 6 to 9 ft. by locking device; both high and low stand units available in 6 sizes, 3 speeds and a single speed model.

Electrical Merchandising, July, 1950.

**"When do you announce  
new Dishwasher?"**

**DEALERS ASK OF  
Youngstown Kitchens**

WU 47 PD HOLLAND MICH JUNE 14 2324P  
RADIO EQUIPMENT COMPANY  
YOUNGSTOWN KITCHENS DISTRIBUTOR  
534 GRANDVILLE, S.W., GRAND RAPIDS MICHIGAN  
EVERYBODY IN THIS OUTFIT EAGER TO GET BEHIND THE NEW  
YOUNGSTOWN KITCHENS DISHWASHER BECAUSE THEY KNOW IT IS  
GOING TO BE RIGHT. ANXIOUS TO KNOW ANNOUNCEMENT DATE  
AND HOW SOON WE WILL HAVE AT LEAST FLOOR SAMPLES.  
PLEASE ADVISE.

**WESTERN UNION**

WU 38 PD JENKINTOWN PA JUNE 16 1055A  
C. D. ALDERMAN, SALES MANAGER  
YOUNGSTOWN KITCHENS  
MULLINS MANUFACTURING CORPORATION  
WARREN OHIO  
CAN YOU AUTHORIZE US TO GIVE DEALERS DEFINITE ANNOUNCEMENT  
DATE FOR THE DISHWASHER. DEALERS PRESSING US. ALSO PLEASE  
INFORM US WHEN WE WILL HAVE FIRST SHIPMENTS.  
PEIRCE-PHELPS INC., YOUNGSTOWN KITCHENS DISTRIBUTOR  
PHILADELPHIA, PA.

**WESTERN UNION**

WU 57 77 PD NEW YORK  
MULLINS KITCHENS  
447 R. PARK RD.  
MULLENBACH CO., PA  
MAIL BOX 1000 NEW YORK  
MANUFACTURER OF KITCHENS

WU 35 PD FAIRFIELD ALA JUNE  
HART-GREER INC  
YOUNGSTOWN KITCHENS DISTRIBUTOR  
1625 SECOND AVE., SO., BIRMINGHAM ALABAMA  
FROM WHAT WE HAVE HEARD ABOUT THE  
KITCHENS DISHWASHER IT'S WHAT WE  
LOOKING FOR. WHEN DOES THE V  
WHEN WILL WE HAVE MERCHANDISE?

**WESTERN UNION**

WU 11 PD BEAUMONT TEXAS JUNE 6 0518A  
MORRISON SUPPLY COMPANY  
1000 TWO-HOUSES  
100 NORTH 1<sup>st</sup> TEXAS

**WE U** *Adv. Sept. Run  
this in trade journals,  
also.*

*Lick Alderman*

WU 43 LONG ST PD WARREN OHIO JUNE 1  
PEIRCE-PHELPS INC., YOUNGSTOWN KITCHENS DISTRIBUTOR  
437 N. FIFTH STREET, PHILADELPHIA PA.  
ANNOUNCEMENT DATE FOR THE NEW YOUNGSTOWN KITCHENS AUTOMATIC DISH-  
WASHER HAS SET THIS MORNING. IT IS AUGUST 25. SHIPMENTS REACHING  
PEAK IN AUGUST. ANNOUNCEMENTS IN NATIONAL MAGAZINES WILL BE IN TWO  
FACING PAGES FULL COLOR. ANNOUNCEMENTS WILL STRESS THE ENTIRELY NEW  
AUTOMATIC PRINCIPLE AROUND WHICH THE YOUNGSTOWN KITCHENS AUTO-  
MATIC DISHWASHER IS BUILT AND WHICH MAKES IT EXTREMELY PRACTICAL,  
HIGHLY EFFICIENT AND EASY-TO-USE. DEALERS CANNOT FULLY APPRECIATE  
THE NEW YOUNGSTOWN KITCHENS DISHWASHER'S SUPERIORITY UNTIL THEY HAVE  
SEEN IT WORK AND COMPLETE DEMONSTRATIONS SUCH AS AMAZED YOU AND OTHER  
DISTRIBUTORS AT FACTORY SHOULD BE GIVEN TO EVERY DEALER AND TO ALL  
DEALER SALESMEN. C. D. ALDERMAN, SALES MANAGER, YOUNGSTOWN KITCHENS  
MULLINS MANUFACTURING CORPORATION, WARREN OHIO



**Youngstown Kitchens**

MULLINS MANUFACTURING CORPORATION, WARREN, OHIO  
World's Largest Makers of Steel Kitchens



Many of your customers regard good cooking as an art worthy of serious attention. To these prideful cooks, you can sell the many extra features of the *KitchenAid* K4 Food Preparer . . . the features which bring to the home kitchen the advantages which leading chefs and bakers demand in their machines.

This bigger, more powerful *KitchenAid* K4 will knead bread dough or mix pastry easily . . . has many useful attachments that save time and energy for hundreds of kitchen tasks. It has the famous Hobart Planetary Mixing Action that permits exact timing . . . assures the same fine results every time. No assistance with spoon or knife required. The K4 is remarkably easy to clean.

For your customers who demand "something better" in a Food Preparer, sell up to the *KitchenAid* K4. And you can sell a program of birthday or anniversary gift attachments for repeat business.

**For Pride in Good Coffee . . .**  
demonstrate the *KitchenAid* Electric Coffee Mill. Show your customers how they can get truly fresh, true coffee flavor at the touch of a switch.



# KitchenAid

THE FINEST MADE

Built by Hobart  world's largest manufacturer of food machines.

**KitchenAid Division • THE HOBART MANUFACTURING CO., TROY, OHIO**

## ELECTRICAL APPLIANCE NEWS

### New Products



**G-E Clocks**

*General Electric Co., Bridgeport, 2, Conn.*

*Models:* Wink and Warbler.

*Selling Features:* Wink, alarm model, has ivory plastic case with integrated base pedestal to prevent tipping; dark green hands and numerals, light green dial; wide-faced dial; shatterproof crystal; pleasant, positive alarm signal.



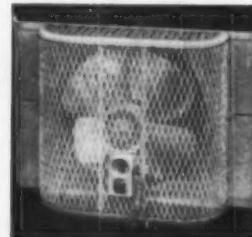
Warbler, occasional clock, styled for use in any room; modern mahogany case; tapering gold hands; brown dial.

*Prices:* Wink, \$3.95; Warbler, \$9.95.  
*Electrical Merchandising, July, 1950*

a.c.; draws 1250 watts when cooling, 225 when ventilating.

Both models have steel cabinets in ivory or bronze finish with ivory plastic grilles.

*Electrical Merchandising, July, 1950*



**SECO Window Fans**

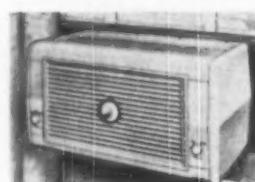
*Seco-Lite Mfg. Co., 4916 Easton Ave., St. Louis, 13, Mo.*

*Models:* Seco window fans Nos. W204 and W203.

*Selling Features:* Model 204, super deluxe 20 in. window fan has all metal cabinet finished in ivory baked enamel; all metal adjustable side panels fit windows from 29 to 35 in. wide; 6-pole motor and 4-bladed balanced aluminum propellers deliver 3850 cfm at high speed; 2 speeds—high, low and off.

Model 203, 20 in. window fan has 2 speeds, direct drive, 6-pole motor, and 3-bladed balanced aluminum propellers; metal frame, adjustable side panels; ivory baked enamel and chrome wire guard.

*Prices:* No. W204, \$57.95; No. W203, \$47.95  
*Electrical Merchandising, July, 1950*



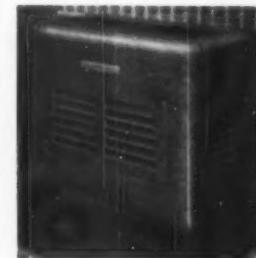
**QUIET KOOL Air Conditioner**

*Quiet-Heat Mfg. Corp., 135 N. J. Railroad Ave., Newark, 5, N. J.*

*Models:* G-5 and G-7 Quiet-Kool window-type room air conditioners.

*Selling Features:* Cools, dehumidifies, ventilates, cleans and circulates air; fits any double-hung window; G-5,  $\frac{1}{4}$  h.p. model, has cooling capacity for rooms up to 300 sq. ft.; circulates 220 cfm; introduces 50 cfm fresh air for ventilation; hermetically sealed Tecumseh motor-compressor assembly; uses Freon 12 refrigerant; pressure type blower wheel evaporator fan; quiet overlapping blade condenser; 1/15 h.p. fan motor; expanded paper viscous coated filter easily replaced; switch and damper control at front; thermostat optional to control cooling cycle; available for 115 volt, 60 cycle a.c. only; draws 850 watts when cooling, 125 watts when ventilating.

G-7,  $\frac{1}{8}$  h.p. unit has 450 sq. ft. room capacity; circulates 275 cfm air volume; introduces 70 cfm fresh air; 1/12 h.p. fan motor drives both fans; available in 115 volt, 60 cycle a.c.; 230 volts, 60 cycle a.c.; 230 volts, 50 cycle



**ESTATE Oil Heaters**

*The Estate Stove Co., Hamilton, Ohio*

*Models:* New line, Heatrola 5000 series, oil burning heaters.

*Selling Features:* Available in console or lo-boy type in pebbled, iridescent brown finish; equipped with new cone Dynaflame burner, tailored to fit a long lo-boy casing, operates on "reverse flame principle" mixing air and oil-vapor inside flame for complete combustion; of lifetime stainless steel, the burner is  $\frac{5}{8}$  in. wide and 3 times as long; narrow throat produces long, low ribbon-type flame, solving problem of inefficient combustion due to lowness of console type chamber; flame coverage from both sides of burner at super-heat, consuming all carbon; available in 45,000 and 65,000 btu sizes.

*Prices:* 45,000 btu model, \$89.95; 65,000 btus, \$109.95.  
*Electrical Merchandising, July, 1950*



#### PREMIER Mixer

Premier Industries Corp.,  
37-12 35th St., Long Island City, N.Y.

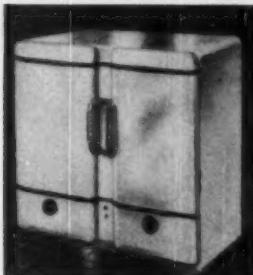
**Model:** Champion Jr. model WB-3  
wall bracket mixer.

**Selling Features:** Bracket incorporates clip and container rest; silent, aluminum finished motor easily detached for cleaning; stainless steel mixing unit with rotary-canopy on-off switch; complete with glass container.

**Price:** \$13.95.  
*Electrical Merchandising*, July, 1950

contained model features sea-green color plastic trim; interior locker doors to reduce cold loss; warning signal lights to show current failure; pull-out drawers for storing wrapping and packaging supplies; self-contained hermetic freezing unit; fast contact freezing on any level.

Upright sectional models, designed for remote installation of motor com-



pressor unit—compressors may be installed as far as 50 ft. away from freezer or on another floor; individual units can be confined to create a freezer of any size from basic unit with a 30 cu. ft. capacity to 120 cu. ft., when as many as four units can be combined.

Chest type freezers FC-81, FC-150 and FC-230 have 8, 15 and 23 cu. ft. capacities respectively; through use of high-density insulation materials and more compact design these models have greater capacity without increasing outside dimensions; all models equipped with dividers, storage baskets, easily accessible temperature control for fast freezing.

*Electrical Merchandising*, July, 1950.



#### SENSATION Mower

Sensation Mower Inc., Ralston, Nebraska

**Model:** No. CP-16 electric lawn mower.

**Selling Features:** Cuts a 16-in. swath;  $\frac{1}{2}$  h.p. heavy duty motor permanently lubricated; 1-piece safety blade connects directly to motor shaft; user can raise or lower motor and blade assembly by loosening a bolt, permitting varying cutting height from  $\frac{1}{2}$  in. to  $3\frac{1}{2}$  in.; 1-piece aluminum chassis designed with breathing slots so clippings are held in suspended air until whirling blade chops them to mulch; ball bearing wheels with puncture-proof tires; front guard adjusts up and down, can be removed for weed cutting; adjustable handle.

*Electrical Merchandising*, July, 1950



#### PERMUTIT Water Softeners

The Permutit Co.,  
330 W. 42nd St., New York, 18, N.Y.

**Device:** New line of Permutit home water softeners EM-25 and EM-50. **Selling Features:** New unit consists of a single, plastic-lined tank filled with an advanced type, high-capacity bead resin as the water softening element; water from incoming supply line passing through tank is automatically softened; 46 in. high, 9 in. diam.; has large water softening capacity electrically operated—requires only turning of switch every 2 weeks, at which time a small bag of salt is added; can be easily removed without unloading softening element.

**Price:** \$195.  
*Electrical Merchandising*, July, 1950



#### WILSON Freezers

Wilson Refrigeration Inc., Smyrna,  
Delaware

**Models:** New line of farm and home freezers—upright "Reach-ins", chest types and upright sectional freezer models.

**Selling Features:** Upright "reach-in"

No. F-300, has 30 cu. ft. capacity; self-

Price: \$18.25 with padlock attachment.  
*Electrical Merchandising*, July, 1950



When you sell KitchenAid Automatic Dishwashers, you can sell on "clean" results. The experience of KitchenAid users clearly proves that dishes and glassware are washed and dried sparkling clean without "tear drops."

To convince them, demonstrate the KitchenAid action . . . the Hobart revolving wash principle that provides most complete, most powerful coverage . . . the 2 power rinses . . . the separately powered, circulated hot air drying that, combined with convenient positioning of tableware, is more effective than old-fashioned hand-washing and drying.

And, while talking cleanliness, don't overlook the KitchenAid self-cleaning, sanitary features. Show how the wash and rinse water is continually strained . . . how strainer is self-cleaning. No food particles are "washed" or "rinsed" onto tableware with KitchenAid!

Remember, too, that users acclaim KitchenAid's trouble-free operation. It's an important selling point. And, it's a help to you in saving on service costs!

The KitchenAid, built by Hobart, "clean" story is a sales story that sells.

# KitchenAid

THE FINEST MADE

TRADE MARK

Built by Hobart  world's largest manufacturer of food machines.

KitchenAid Division • THE HOBART MANUFACTURING CO., TROY, OHIO

# Now...famous name WARM MORNING GAS and OIL HEATERS

A line for  
ELECTRICAL DEALERS  
that will  
PAY REAL  
DIVIDENDS!

## for Extra Profit!

Makers of nationally famous WARM MORNING Coal Heaters now offer an outstanding line of GAS and OIL Heaters. It's a quality line that will sell right along with your electrical merchandise . . . a profit line built to sell in today's market. So get the facts on these new WARM MORNING GAS and OIL Heaters . . . and get sales a-plenty!

### WARM MORNING GAS HEATERS

have tremendous sales appeal! They're designed for Radiant, Circulating, and Forced Air Heat. Burn All Types of gas—Natural, Manufactured or L.P. Beautiful Porcelain Enamaled Cabinets for lifetime beauty and wear. Large Radiant Glass Fronts. All have the exclusive Inclined Convective Tube in combustion chamber . . . a remarkable advance in gas heater engineering. Designed for semi-automatic or full automatic operation. Yes, and a score of other customer-pleasing features that make them a profitable line to handle.



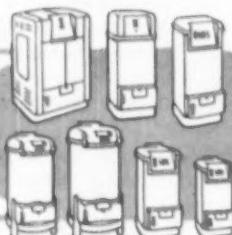
MODEL 360  
Circulating Gas Heater  
AGA Approved



MODEL 223  
Circulating  
Oil Heater

### WARM MORNING OIL HEATERS

Superior engineering inside and out. Handsomely Styled Cabinet with porcelain enamel finish for lifetime beauty and wear. Scientifically engineered Combustion Chamber with exclusive "Radiant Convective Tube". Reflector Doors for quick radiant heat release. Latest design Breeze 10" burner with four stages of combustion and Micro Pilot. Removable firepot. Glass-panelled access door for easy lighting and cleaning of burner. Cast iron top and bottom on combustion chamber for more strength and durability.



Built by the Makers of the Famous  
**WARM MORNING.**  
GREATEST NAME IN COAL HEATERS

Seven Modern Models . . . 40 sq. ft. to 200 sq. ft. coal capacity. They are very hot in front—in sides, in design and in performance! Burn any kind of coal, coke or briquettes. Heat all day and night without refueling. Radiant and circulating types.

### LOCKE STOVE COMPANY

Dept. G-202

114 West 11th St., Kansas City 6, Mo.

Please send full information on WARM MORNING:  GAS  OIL  COAL  
Heaters

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

T-105

## ELECTRICAL APPLIANCE NEWS

### New Products

#### NEW FARM PRODUCTS



SHOX STOK Fence Controller

Guaranteed Products Inc., Wellington,  
Ohio

Device: New type fence controller.

Selling Features: Has only one moving part—a small electrical relay to "make" and "break" shock it supplies to an electrified farm fence; operates from 110 volt a.c.; produces an effective interrupted shock to farm fence with low power input.

Price: \$19.50.

Electrical Merchandising, July, 1950.

top-opening lid, eliminates need to lift heavy cans in air to put them in cooler; new drop-in refrigeration unit can be easily cleaned and serviced; high water-to-milk ratio: reservoir furnishing icy-cold water that sprays over cans holds 50 percent more water than the cans—i.e., a 4-can cooler has a water reservoir of 60 gal.; a drop-in pump forces icy-cold spray over each milk can at rate of 180 gal. water per hr.; new coolers will chill milk from 90 degs. F. to below 50 degs. F. in a single hour or less; storage temperature after cooling is automatically maintained at 40 degs. F. or below.

Electrical Merchandising, July, 1950



HEATRITE Farm-Bilt Dairy Heater

Heatrite, Inc., Minneapolis, I, Minn.

Device: Heatrite farm-bilt water heater especially designed for farm service.

Selling Features: Portable—can be placed wherever desired within reach of an outlet; no plumbing or wiring needed as water pressure is not required; equipped with Prefex twin compact thermostat; Chromalox immersion heating element; Fiberglas insulation, and extra heavy, 300 lb. test galvanized steel tank hot-dipped zinc coated inside and out.

Electrical Merchandising, July, 1950



FADDEN Water System

Fadden Pump Co., 740 N. Washington Ave., Minneapolis, Minn.

Device: Compact shallow well water system for undersink installation.

Selling Features: Weighs only 36 lbs.; flexible couplings are supplied to facilitate installation under sink and other locations; rated capacity 250 gals. per hr. at 25 ft. suction lift and 20 lbs. pressure; self-priming; completely automatic; provides steady flow of water with opening of one or more taps; dual rubber impellers actuated by stainless steel eccentrics on rotating shaft provide pumping action; does not rotate, but oscillate against side of pump casing; powered by ½ h.p. heavy duty a.c. motor.

Electrical Merchandising, July, 1950



WILSON Milk Coolers

Wilson Refrigeration Inc., Smyrna, Del.

Device: New line of Zero Spray milk coolers.

Selling Features: Available in four models having cooling capacities for 4, 6, 8 and 12 ten gallon cans of milk; front-opening door replaces customary



F & W Deepwell Pumps

Flint & Walling Mfg. Co., Inc.,  
Kendallville, Ind.

Device: F & W deepwell pumps with new Cartridge type rotary seal.

Selling Features: Rotary seal is easily replaced—in less than 15 min. by removing 4 cap screws, loosening 2 Allen screws and unscrewing the cartridge containing the rotary seal to replace with a new one—replacement is made from top of pump.

Electrical Merchandising, July, 1950



## The demand for Revere is here!

Practically everyone is a prospect for a Revere Recorder. In homes, schools, churches, clubs and offices there are valuable uses for Revere. Now, at modest cost, your customers can enjoy high fidelity sound reproduction that is clear as life. Recordings are permanent, or may be erased automatically when tape is re-used. Every reel holds a full hour's recording. Simplified controls make the Revere Recorder easy to operate. You'll sell it on sight as well as sound! A gleaming beauty in rich shades of brown and satiny gold, its eye appeal is outstanding. Write today for complete information about Revere's fine new tape recorders.

REVERE CAMERA COMPANY, CHICAGO 16, ILLINOIS.

**Revere**  
*Magnetic Tape*  
**RECORDERS**

No other recorder—tape, wire, or disc—offers so much for so little cost



### REVERE RECORDER-RADIO COMBINATION

Combines the utility of a tape recorder with the brilliance of a glorious-toned radio. Programs can be recorded from radio by mere turn of a switch—no cords to connect. Powerful circuit for amazing volume. Built-in antenna.

**Model TR-200 \$199.50**  
complete

## TWO GREAT NEW MONEY-MAKING

### The KING OF AUTOMATIC COFFEE MAKERS

"King-size" in value, eye-appeal and automatic features, this new Camfield appliance truly ranks as THE KING of automatic coffee makers. Supported by an unusually heavy Fall-Winter advertising program, it's sure to be "King-size" as a profit-maker for dealers, too! Camfield's automatic makes perfect coffee—every cup, every time. Set it for the kind you like—mild, medium, strong—and you get it automatically. Brewing action stops when your coffee is just right. Coffee is kept piping hot to the last fine cup. The finish is luxurious mirror-chrome on copper . . . bright and beautiful.

**\$24.95**

Fair Trade Price



### ACT NOW! HEAVY FALL-WINTER ADVERTISING STARTS IN SEPTEMBER!

LIFE Double Spread Opens Big Ad Drive!

**Camfield's fall campaign** provides dealers with arresting mass-circulation advertising which produces at the point of sale. Counter and window displays and ad reprints, which are FREE, enable dealers to tie-in their stores directly with the heavy advertising. The campaign starts with a commanding double-page spread in LIFE in September and continues with hard-hitting ads at frequent intervals through Septem-

ber, October, November and December in the following big-circulation magazines:

**LIFE** . . . four ads • **SATURDAY EVENING POST** . . . six ads

**BETTER HOMES and GARDENS** . . . four ads

**NEW YORKER** . . . seven ads • **NEWSWEEK** . . . seven ads

**BRIDES' MAGAZINE** . . . two ads

**MODERN BRIDE** . . . one ad

# CAMFIELD

# BLUE RIBBON APPLIANCES BY **CAMFIELD**

## America's Finest Toaster THE AUTOMATIC WITH CONTROLS AT BOTH ENDS



Camfield's Automatic Pop-Up Toaster is unexcelled in beauty of design and finish, and tops them all in mechanical features. It's the first toaster with controls at each end. Exclusive Equa-Therm assures toast to your liking—very light to dark. The exquisite mirror-chrome finish makes the toaster a suitable companion for fine silver and acts like a magnet with gift shoppers.

**\$21.95**  
Fair Trade Price



**10-PIECE  
TOASTESS SET**

Toaster, Beautywood Tablette,  
4 midnight blue serving plates,  
4 Chinese gold coffee cups. \$32.95

### Program Includes Local "Co-Op," Television, Point-Of-Sale Advertising!

Camfield supports its dealers with local advertising and point-of-sale merchandising programs. There's a new co-operative advertising plan, a program for the television markets, free counter displays and ad reprints for point-of-sale tie-ups with the national ads, free direct-mail literature and catalog pages.

## BLUE RIBBON APPLIANCES

**MAIL NOW FOR FREE CAMPAIGN BROCHURE!**

CAMFIELD MANUFACTURING CO., Grand Haven, Mich.

Please send me your free Fall-Winter campaign brochure and give me the name of my nearest Camfield distributor.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_

# "PROFITunity"

is  
knocking  
at your  
door!



## SELL Your MARKET FOR RUNNING WATER

Beyond the city water mains looms a big market for electric water systems. Prepare NOW to get YOUR share of this profitable business.

Sell the most complete line of electric water systems on the market . . . the dependable DEMING line that meets ALL demands for type, capacity and price.

## THE DEMING LINE Blankets Your Water System Market!



**OIL-RITE** for shallow wells  
Figure 1808 "Oil-Rite". Capacities: 500 to 4800 gals. per hour.



**JET SYSTEM** for shallow wells  
Figure 4950. Capacities from 240 to 825 gals. per hour



**JET SYSTEM** for deep wells  
Two pipe and single pipe systems. Capacities from 200 to 4500 gals. per hour



**WORM DRIVE** for deep wells  
Figure 562 "WORM DRIVE". Capacities: 190 to 420 gals. per hour



**OIL-RITE** for deep wells  
Figure 1062 "OIL-RITE". Capacities: 190 to 3600 gals. per hour

**Deming  
MERCHANDISING  
HELPS**

Deming furnishes you everything you need to build profitable water system business. Direct mail helps, window and counter display material, wall posters, dealer identification signs, complete catalog service. Consult your Deming Distributor or write us for full details!

**THE DEMING COMPANY**  
539 BROADWAY • SALEM, OHIO



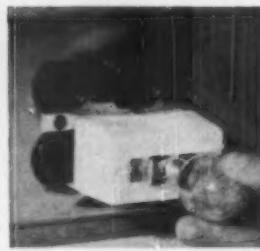
**MINUTURB** for deep wells  
Figure 4701 "MINUTURB". Capacities: 900 to 4800 gals. per hour

**DEMING**  
THE COMPLETE LINE  
PUMPS AND WATER SYSTEMS

**SELL**

## ELECTRICAL APPLIANCE NEWS

### New Products

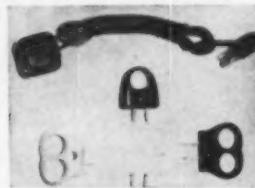


#### DAVIS Night Light

Davis Mfg. Co., Pleasant, Ill.

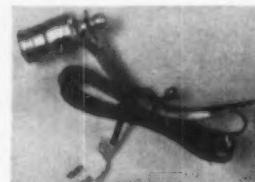
**Device:** Davis night-light.  
**Selling Features:** Has plastic case; 6-watt bulb; plugs into any 110 volt socket; for bedroom, nursery, hallways or stairway.

*Electrical Merchandising, July, 1950.*



**Thycro Electrical Products Inc.**, 803 S. Palm Ave., Alhambra, Calif. announce a new plug with an extended base with one or two finger holes which make it possible to disconnect plug without pulling on wire. Plug comes as a separate unit or on a complete extension cord in 6-, 9- and 15-ft. lengths.

**Moderate Priced** Custom-built clocks can be built into any interior with the KlocKit made by Hart-Fargo Industries Inc., 405 S. Wabash, St. Paul I, Minn. Suitable for architects, contractors, electricians, interior decorators.



**Up and Down Pin Arm Lamp** adapter, consisting of a socket, and brass arm make it possible to suspend a lamp over desks, beds, or chair backs, for closets or wall installation in an up or down position; uses a shade from 4 to 8 in. diam. Comes complete with 6-ft. cord and is available in 3 styles: plastic socket with brass arm; brass socket and arm; and one with swivel mounted brass socket, which can be turned to throw light in any direction desired. Retails for from 98c to \$1.40. W. N. De Sherbinin Adapters, Brookfield, Conn.

**Wood Cream**—cleans as it polishes white goods such as porcelain refrigerators, ranges and kitchen cabinets. Gold Seal Co., Bismarck, N. Dakota.

**Fairbanks-Morse** announces a new generator which can be belted to any available power unit or tractor when power is needed. Furnished in 2 sizes: 3 and 5 kw, 4-pole, self-excited type designed for operation at 1800 rpm, 60 cycle, 120 volts. Fairbanks-Morse & Co., Chicago, Ill.

**Hypro Portable Pump** for draining garden pools, cellars, etc., is now being offered by Hypro Engineering Inc., 404 Washington Ave., N. Minneapolis, Minn. Unit consists of a  $\frac{1}{2}$  h.p. motor, self-lubricating bronze pump with flexible Hycar rotor, and a hinged, rust proof metal handle that folds down when not in use; pump has hollow shaft; lifts water up to 10 ft. unprimed, 22 ft. primed; will deliver up to 5 gal. per min. Weighs 27 lbs. \$37.50 fob factory.



**Saf-Gards Outlet Shields**—of ivory or brown plastic—when inserted into exposed outlets, protect children playing near outlets. A package of 20 sells for \$1. Burlington Products Co., 113 High St., Burlington, N. J.

# DON'T MISS THE BOAT!

**Cash in NOW on this sensational low cost  
*American Kitchens***

## Mid-Summer Special

### FHA Approved—Sell for No Money Down!

Count on BIG profits this summer—because here's still another all-out, money-making American Kitchens promotion! A full 8-foot, nationally advertised American Kitchen YOU CAN RETAIL FOR ONLY \$299.95 COMPLETE—and make a whopping profit on every sale!)

Display this great combination and you can't miss! It's a deal homeowners can't resist...an actual cash saving of over \$62.00 plus the extra attraction of FHA's no-money-down financing!

Dealers everywhere are making real money on American Kitchens big 1950 Parade of Promotions—and so can YOU! If you're not already an American Kitchens dealer, see your distributor or mail coupon today and be ready when this great offer breaks July 10! You'll be glad you did, because month in and month out American Kitchens is the most profitable appliance you can sell!

1. Your mark-up is higher than on any other type of appliance.
2. Unit sales are larger—average to \$1000.00 and more!
3. A small investment puts you in business! Inventory needs are low.
4. Compact, self-selling display takes up only a few feet!
5. No trade-ins or yearly model changes to eat up profits!
6. Expert sales training right in your own store!
7. Fast, easy FHA financing spells fast, easy sales! Completely eliminates collection problems.
8. Big color ads in "best-seller" national magazines plus local newspaper ads and outdoor posters bearing your own name and give-away premiums deliver red-hot prospects right to your door!
9. American Kitchens' amazing new "Magic Magnet" Plan-a-Kit turns prospects into customers, makes kitchen planning child's play!
10. And a steady parade of special promotions like this big \$299.95 mid-summer bargain keeps you ringing up sales month after month!

**GET THE FACTS TODAY!**

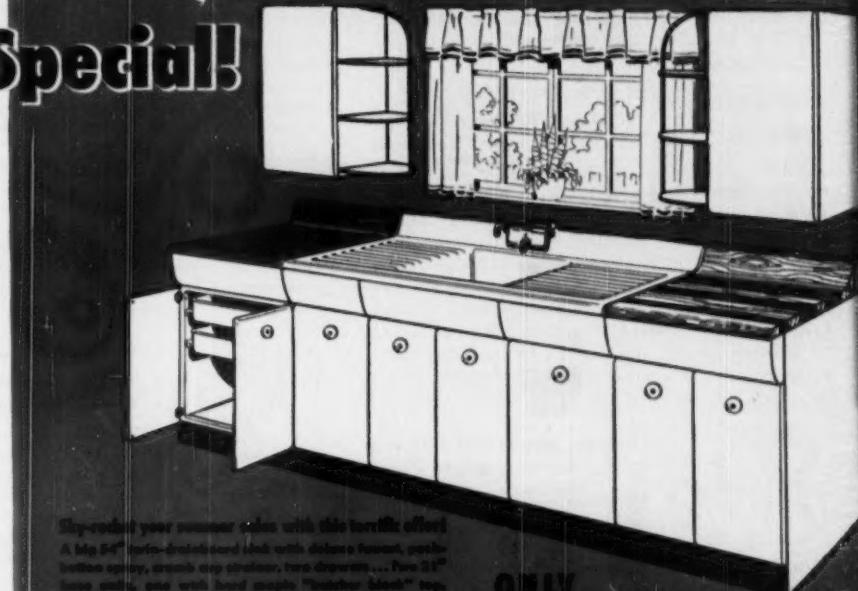
AMERICAN CENTRAL  
DIVISION



CONNERSVILLE,  
INDIANA

**American  
KITCHENS**

MOST PROFITABLE APPLIANCE YOU CAN SELL



Say-rodell your summer sales with this terrific offer!  
A big 8' auto-drain-and-dish with disher faucet, pre-lotion spray, cream cup strainer, two drawers...plus 21" base units, one with bread storage. "Master Model" 100% other in Vinyl—each has 8 big drawers...plus 12" wall cabinets...and two count' wall cabinets—a full 8-foot kitchen specially priced to retail at only \$399.95 complete, a saving of over \$62.00 to every customer!

ONLY  
**\$299.95**

American Central Division, Dept. EM-7  
AVCO Manufacturing Corporation  
Connersville, Indiana

I'm interested! If there's a non-profit American Kitchens franchise still available in my territory, please rush me full details on how I can get it!

NAME \_\_\_\_\_

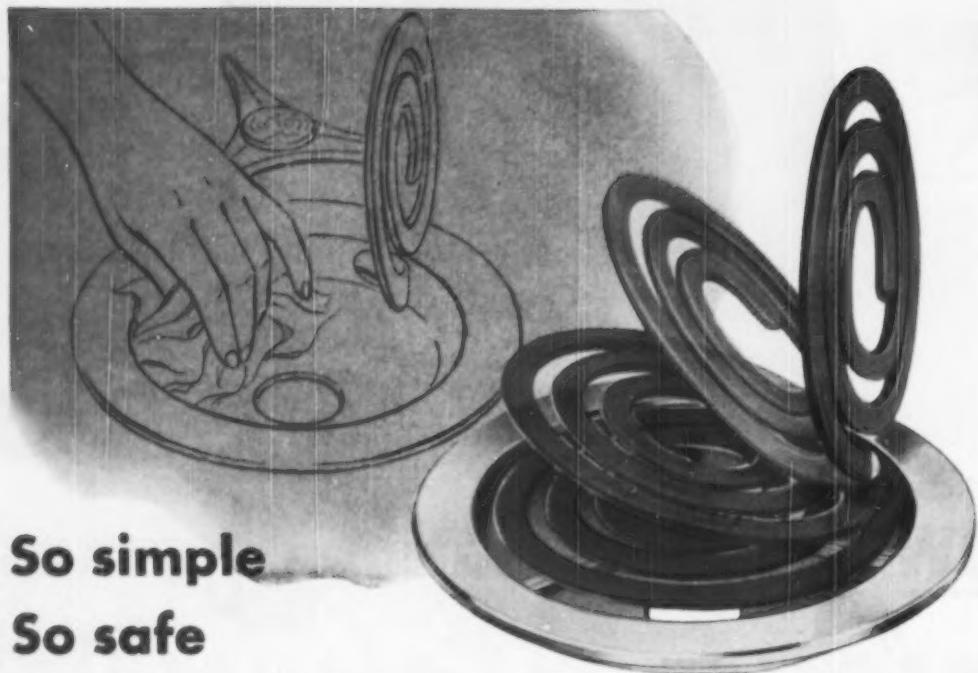
ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

COUNTY \_\_\_\_\_

STATE \_\_\_\_\_





**So simple  
So safe  
So easy to clean  
( AND SELL )**



#### TK Monotube's "See-for-yourself" Advantages Cinch Sales

Show a "shopper" how Monotube's exclusive Swivel-Action makes it the most easily cleaned unit ever made, and she becomes a buyer— pronto! Cleaning is as simple as 1-2-3, and as fast! Flick up coil. Remove triangular support. Wipe drip pan. That's all! No hard-to-get-at supports or braces to scrub—thanks to Monotube's simple, anchorless, one-piece coil. Prospects are quick to appreciate this easy-to-demonstrate feature.



#### "Hidden" Wiring and Terminal Blocks Another Sales "Plus"

Monotube's special, sealed-sleeve construction conceals and protects all lead wires. No exposed wiring to accumulate dirt and grease. Homemakers unfamiliar with terminals and lead wires, appreciate this added protection. Even when the pan is removed, wiring is not exposed. Women like this, feel safer... you sell more ranges.



#### Monotubes Give Fast, Uniform Cooking Heat

Fast because the rugged, flat coil provides up to 32.8% more contact with cooking utensils. Uniform because the entire coil is hot at any speed. No "hot-spots" or "cold-spots". No cold coils to heat and no hot coils to cool when turning from one heat to another. No special positions to remember. The "family chef" has as much or as little heat—uniform heat—as she wants simply by turning the switch.

And—that's not all! Homemakers get other wanted features; you get more sales "closers" with Monotubes. Simplest construction! Long, trouble-free service! Lower cost cooking! That's why most manufacturers now equip their ranges with Monotubes—the units that help sell ranges.



#### Monotubes "Up" Service Department Profits—Eliminate Service "Headaches".

Monotubes give "new range" performance to old ranges, are quickly and easily installed. No complicated installation, no call-backs, no special, apt-to-be-misunderstood instructions to give the housewife. Monotube replacement units come in the TK Monopack, a complete merchandising package that will bring you new profits. Ask your distributor—or write us direct.

**GOT YOUR COPY?** New catalog gives complete information on TK Monotubes, explains how to install in all ranges. Write now for this free, helpful data.



#### ELECTRICAL APPLIANCE NEWS

#### New Products

#### NON-ELECTRIC PRODUCTS



##### KAL Chlorine Bleach

Kaleen Chemical Corp., 43 Maujer St., Brooklyn 6, N. Y.

**Device:** "KAL" powder chlorine bleach designed specifically for use in automatic washers.

**Selling Features:** Packaged in a cellophane envelope is just the right amount for a full 8 to 10 lbs. washing machine load; eliminates use of heavy liquid bleaches; convenient to use; has many other household uses.

**Price:** Available in 2 sizes—box of 5 envelopes, 25¢; box of 20 envelopes, \$1.00.

*Electrical Merchandising, July, 1950*



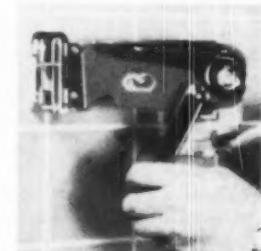
##### FUN Soapthetic

Economics Laboratory Inc., St. Paul, Minn.

**Device:** Combination soap, detergent and water softener for automatic washers.

**Selling Features:** Recommended as specially fine for agitator type washers; quantity used depends on hardness of water, but in general 1 cupful is required for agitator type automatics and  $\frac{1}{4}$  cupful for drum types; produces medium suds; also good for wringer-type washers; available in several size packages—large size holds 15 lbs.; round canister package holds  $\frac{1}{2}$  lbs.; small size holds 1 lb. Distributed in appliance stores, department stores and in grocer stores.

*Electrical Merchandising, July, 1950*



##### SWING-A-WAY Can Opener

Swing-A-Way Mfg. Co., 4100 Beck Ave., St. Louis, Mo.

**Device:** Swing-A-Way left-handed can opener.

**Selling Features:** Operating mechanism is on right side; has all Swing-A-Way features; finished in red and chromium.

**Price:** \$3.98.

*Electrical Merchandising, July, 1950*

## TK Monotubes Boost Sales

TK ELECTRIC HEATING PRODUCTS STAND ALONE IN ALL WAYS!



**TUTTLE & KIFT, INC.**

1823 N. MONITOR AVE., CHICAGO 39, ILLINOIS • A SUBSIDIARY OF FERRO ENAMEL CORPORATION

# Sell 'em all with the most complete line in the industry



**ANOTHER EVANS EQUIPMENT first  
AT THE JULY SHOW!**

For the first time in heating history, a new Evans product makes it possible for you to sell home heaters during the hot weather months! See this revolutionary development at the July Show, Booth 541-B, American Furniture Mart.

What do your prospects want? Gas? Oil? Home heater? Water heater? Floor furnace? Furnace? Commercial heater? If you're handling Evans, you won't have to send any prospects to your competition. With Evans, you can sell them all, regardless of their requirements.

What does Evans give you?

**More in features** . . . salable features you can show your customers . . . features that move merchandise off your sales floor.

**More in merchandising** . . . Evans tremendous mass-production facilities make possible low-cost, high-quality merchandise, yet allow you a mark-up with a full profit.

**More in promotion** . . . Hard-hitting Evans promotions support dealers in their local trading areas. They are built around the customer benefits that you can demonstrate. You feel the result in sales.

Take your choice of 3 Evans franchises: home heater franchise . . . furnace and water heater franchise . . . full-line franchise. No slow movers—you get the kind of a line that moves best in your territory. Write, wire or phone today.



**EVANS**

PRODUCTS CO

Heating and Appliance Division

Plymouth, Michigan

Nothing like this has ever happened in refrigeration before!



**Created in Britain**

The origin of the Astral Refrigerator was in Britain. There, in the homeland of the world's most treasured motor cars, the foremost culinary steel—in the cradle of radar and many another modern miracle of electronics—this amazing new application of well-proven thermal electrical engineering principles was created. Now, with a background of brilliant success, Astral is being manufactured in volume in its own American factory in Rockleigh, New Jersey.



# Astral...

a brand new  
product to sell!

## America's only totally new refrigerator

*Silent as light*

**NO MOVING PARTS...NONE!**

**NO VIBRATION...NONE!**

**NO NOISE...NONE!**

**NO WEAR...NONE!**

a tiny glow  
and it's

**COLD**

You open an entirely new market—a fresh, rich source of solid profit—with the Astral. This space-saving, sixty-pound champion (less than 2 x 2 x 2 feet!) rounds out your present line of standard refrigerators—doesn't compete with them. Astral has terrific appeal to the truly vast, unserved market listed below. In real volume production right now, here in our American factory—thousands upon thousands in constant use in British homes.

Hard-hitting promotional material to support your sales efforts.

Astral is like no other refrigerator. Instant plug-in installation (110, 32, 12 volts, AC or DC).

Absolute minimum service needs. One size, one model, for simplest inventory.

### These Are the Sales Arrangements:

Consideration given only to well qualified, established electrical appliance distributors in building a nation-wide sales organization of approximately eighty such distributors. Address:

**ASTRAL INDUSTRIES, INC.**

P. O. Box 239, Northvale, N. J. • Rockleigh, New Jersey, U.S.A.

### The Vast Untapped Market

- Apartments
- Small Homes
- Divided Dwellings
- Auxiliary Refrigeration
- Recreation Rooms
- Home Bars
- Trailer Homes
- Hunting Camps
- Summer Lodges
- Mountain Cabins
- Beach Cottages
- Winter Bungalows
- Power Cruises and Auxiliary Yachts
- Doctors' Offices
- Sick Rooms
- Executive Offices
- Hospital Rooms

**Built, not to compete with, but to complement, your existing line!**



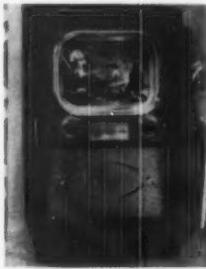
#### RAYTHEON TV Combination

**Belmont Radio Corp., Div. Raytheon Mfg. Corp., 5921 W. Dickens, Chicago, 39, Ill.**  
Model: Devonshire "Silver Anniversary" combination TV-radio-phono, No. RC-1405.

**Selling Features:** Equipped with 16-in. glareless rectangular picture tube; Ray-dial tuner; synchromatic stabilizer; pre-fixed focus; built-in Ray-Tenna aerial; AM-FM radio has 3-position band switch for AM-FM and phono; slide rule dial with easy-to-read numerals; 3-speed phono plays all size records at all speeds with one spindle for all; drawer pulls out for easy loading; mahogany veneer cabinet.

**Price:** \$399.95.

*Electrical Merchandising, July, 1950.*



#### TRANS-VUE Console

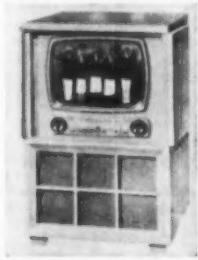
**Trans-Vue Corp., 1139-43 Wabash Ave., Chicago, 5, Ill.**

**Model:** "Sweet 16" Trans-Vue Aristocrat console.

**Selling Features:** Equipped with new 16-in. rectangular tube; large "clear-view" screen; new audio-matic sound control; built-in trans-tenna; eye-level viewing; Trans-Vue filtertuner; available in hand rubbed Honduras mahogany, blond mahogany and grained limed oak.

**Price:** \$299.95.

*Electrical Merchandising, July, 1950.*



#### ADMIRAL Telesets

**Admiral Corp., 3800 W. Cortland St., Chicago, 47, Ill.**

**Model:** Admiral 16 in. console No. 26 R 35, 36 and 37.

**Selling Features:** Equipped with 16 in. rectangular tube; built-in rotoscope antenna; large 10 in. speaker; solid wood cabinet; snug fitting doors; No. 35 has a walnut cabinet; No. 36, mahogany, and No. 37, blond.

**Prices:** \$299.95; \$319.95 and \$339.95 in respective cabinet finishes.

*Electrical Merchandising, July, 1950.*

## ELECTRICAL APPLIANCE NEWS

### New Products

#### TELEVISION



#### CAPEHART-FARNSWORTH TV Console

**The Capehart-Farnsworth Corp., Fort Wayne, Ind.**

**Model:** "Georgetown" TV console, No. 323-M.

**Selling Features:** Equipped with 16-in. picture tube; CX-33 TV receiver chassis provides extra long-distance reception and interference-free operation; 12 channels; no "drift" problem; special safety glass; 24 tubes; "Symphonic-tone" system; 18th Century mahogany cabinet with deeply panelled doors.

**Price:** \$379.95.

*Electrical Merchandising, July, 1950.*



#### MAGNAVOX Telesets

**The Magnavox Co., Fort Wayne, Ind.**

**Models:** Normandy MV32C and MV37C consoles; and Provincial radio-TV-phono combinations.

**Selling Features:** Normandy MV37C has Magnavox split-sound chassis with 28 tubes, including 4 rectifiers and 16-in. picture tube; MV32C has Magnavox. Synchromatic tuning chassis with 24 tubes, 2 rectifiers and 16-in. picture tube together with automatic contrast control. Both models have built-in filter to eliminate eyestrain, flicker, etc.; Magnatenna built-in antenna; Magna-Lok automatic synchronizing circuit; 12-in. Magnavox magneto dynamic speaker; French Provincial style cabinet with full length doors in savoy or maple finish.

Provincial TV-radio-phono, com-



#### DOWDALL Telesets

**Dowdall Radio Mfg. Corp., 35-15 37th Ave., Long Island City, 1, N.Y.**

**Models:** ET-140 table and ET-141 console telesets.

**Selling Features:** Both models equipped with 16-in. rectangular black No-Glare tube; synchro automatic sound and picture; hi-gain for fringe areas; wide angle 70 deg. deflection components; 23-tube circuit; built-in antenna; stabilized video circuit; oversized power transformer; large electrodynamic speaker; illuminated channel marker; mahogany finish.

**Prices:** ET-140, \$219.95; ET-141, \$269.95.

*Electrical Merchandising, July, 1950*



#### ARVIN Table TV

**Arvin Industries, Inc., Columbus, Ind.**

**Model:** Arvin 2122TM table television.

**Selling Features:** "No-Glare" black picture tube, 12½-in., provides 92 sq. in. undistorted image; built-in "Versitenna"; electromagnetic deflection system and transformer type circuit design reduces servicing needs; simplified control system—2 visible control knobs; secondary controls may be reached from rear of receiver; 16 tubes plus 2 rectifiers; delayed agc permits maximum sensitivity to weak signals; safety glass protects face of picture tube; operates on a.c., 105 to 120 volts, pulls approximately 135 watts.

**Price:** \$189.50.

*Electrical Merchandising, July, 1950*



#### STARRETT Teleset

**Starrett Television Corp., 601 W. 26th St., New York, 1, N.Y.**

**Models:** 5 models for summer selling—Nos. 101, 150, 175, 201 and 250.

**Selling Features:** All models feature 19 tube chassis; No. 101 12½-in. table model has luggage finish; No. 150, 12½-in. table model; No. 175, 12½-in. open console; Nos. 201 and 250 are 16-in. models in mahogany table cabinet and console respectively.

**Prices:** From \$129.95 to \$219.95.

*Electrical Merchandising, July, 1950*



#### CONRAD TV Consoles

**Conrad Inc., 649 W. Foothill Blvd., Glendale, Calif.**

**Models:** New line include 16- and 19-in. models exclusively.

**Selling Features:** New high efficiency 70-deg. deflection system with voltage doubler that develops full 14KV; new short picture tube with flat, black filter glass face; separate sound and picture I.F. channels; special jack and switch for phono attachments; automatic black level, gain and frequency controls; turret type tuner; large 12-in. permanent magnet speaker; 24-tube circuit plus picture tube; full door cabinets; mahogany or blond finishes.

**Prices:** Start at \$389.95.

*Electrical Merchandising, July, 1950.*

NOW BLANKET  
THE MARKET

with  
**White**

**EL**  
**E**  
**L**  
**E**  
**T**  
**R**  
**O**  
**N**  
**G**

The "W" is dark by inspection.  
MORE units come.

For  
PORTABLE  
SAMS  
Guaranteed by  
Good Manufacturing  
Process

WHITE PRODUCTS CORPORATION  
**Electric**  
MIDDLEVILLE, MICHIGAN

## ELECTRICAL APPLIANCE NEWS

### New Products

#### TV AND RADIO



TELE-TONE TV Consoles

Tele-Tone Radio Corp., 540 W. 58th St.,  
New York, N. Y.

Models: TV-317 console and 316-B  
TV-radio-phones.

Selling Features: No. TV-317, has a  
16-in. tube with 147 sq. in. picture;  
automatic-tuning; built-in antenna; syn-  
chro-guide circuit; automatic gain con-  
trol; long-range sensitivity; hand-  
rubbed Honduras mahogany cabinet.

No. 316-B "Five-Way" combina-

dynamic speaker; FM inter-carrier  
sound; phono plug-in; mahogany  
veneer cabinet.

No. 6003, has 16-in. dark face rec-  
tangular tube plus 16 tubes and 2  
rectifiers; phono-plug in; built-in antenna;  
age; 10 in. Alnico V dynamic  
speaker; mahogany cabinet.

No. 6001 similar to 6003 in a cabi-  
net with half doors.

No. 6100, TV-radio-phono combina-  
tion has 16-in. rectangular black face  
picture; built-in antenna; simplified  
controls; AM-FM radio has 6 tubes  
plus rectifier and built-in FM and AM  
antennas; 3-speed record player plays  
up to 12 records of 7, 10- or 12-in.  
size, automatically; single all-purpose  
crystal reproducer; 10-in. Alnico V  
concert speaker; improved turret tun-  
ing; long distance reception; a.c.  
operation; large record storage space.

Prices: No. 3051, \$239.95; No. 6003,  
\$279.95; No. 6001, \$299.95; No. 6100,  
\$449.95.

Electrical Merchandising, July, 1950.



G-E Radio Phones

General Electric Co., Electronics Park,  
Syracuse, N. Y.

Models: Radio-phono consoles Nos.  
752 and 753.

Selling Features: Both models have  
Armstrong FM radio; electronic record  
reproducer—a dual reversible  
stylus on tone arm for 3-speed record  
changer; 12 in. Dynapower loud-  
speaker; storage space for 120 records;  
half doors on cabinet conceal radio,  
phone and storage space; radio chasis  
has 7 tubes plus one rectifier. No.  
752 had mahogany veneer cabinet, No.  
753 has blond Korina cabinet.

Prices: No. 752, \$229.95; No. 753,  
\$239.95.

Electrical Merchandising, July, 1950.



BENDIX TV Consoles

Bendix Television and Broadcast Receiver  
Div., Bendix Aviation Corp.,  
Baltimore, Md.

Models: Nos. 3051, 6003, 6001 and  
6100 TV consoles.

Selling Features: No. 3051, 14-in.  
rectangular dark face tube model has  
17 tubes including picture tube, and 2  
rectifiers; built-in antenna; improved  
turret tuning; agc; 8 in. Alnico V.

SHURA-TONE Phonos  
Irving B. Shurack, Inc., 1133 Broadway,  
New York, 10, N. Y.

Device: New line of portable phonos  
comprise single speed, 3-speed manual  
and 3-speed automatic changers.

Selling Features: 3-speed manual unit  
with single needle for all speeds avail-  
able in 2 versions: a larger size with  
tone control which plays up to 12-in.  
records with lid closed, and a smaller  
unit without tone control. Two auto-  
matic 3-speed models are available  
with either G. I. or V. M. changers  
and 3-tube amplifiers; all models in  
leatherette in a variety of colors.

Prices: Single speed manual model,  
\$17.95; 3-speed manuals, \$34.95 and  
\$29.95; and automatic 3-speed models  
\$69.95.

Electrical Merchandising, July, 1950.

## ELECTRICAL APPLIANCE NEWS

### New Products

#### RADIO



**SCOTT Phone-Radios**

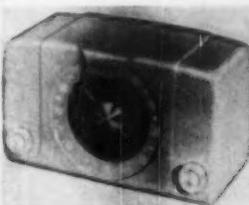
*Scott Radio Laboratories Inc.,  
4541 N. Ravenswood Ave., Chicago, Ill.*

**Models:** Kenilworth and Sheffield phono-radio combinations.

**Selling Features:** Both models feature 2-chassis design with separate amplifiers; 14 tubes including 2 amplifiers; 3-gang tuning condensers; separate bass and treble controls; 12-in. speaker; provision for plugging a TV receiver on other outside unit to sound system; phone plays all types records automatically and at all speeds; high-fidelity crystal pickup or on special order a reluctance pickup and pre-amplifier. Kenilworth in dark mahogany with 2 full length doors. Sheffield, blond cabinet.

**Prices:** Kenilworth, \$395.; Sheffield, \$425.

*Electrical Merchandising, July, 1950*



**ARVIN Table Radios**

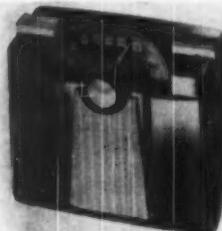
*Arvin Industries, Inc., Columbus, Ind.*

**Models:** Two new series of table models: 450T and 451T and 460T and 461T.

**Selling Features:** Nos. 450 and 451 have streamlined plastic case; feature "velvet voice" tone system; "magna bass" amplifier circuit; heavy duty magnet speaker; large loop antenna; 4-tubes plus rectifier; a.v.c.

No. 451 has illuminated tuning dial of edge-lighted transparent lucite, and control knobs; available in a ebony, ivory, sandalwood and green. No. 450 in rosewood and ivory.

No. 461T in rosewood and 460T in ivory, sandalwood or green, have 5-tubes plus rectifier; "velvet voice"



**ADMIRAL Portable Radios**

*Admiral Corp., 3800 Cortland St., Chicago, 47, Ill.*

**Model:** Admiral No. 4R11 portable radios.

**Selling Features:** Resembles a ladies' handbag; available in ebony or maroon plastic with gold trim; plays on batteries or a.c.-d.c.; dial pops up when button on right is pressed, automatically turning on set; dial folds out of sight when not in use; handle of flexible links.

**Prices:** Ebony, \$29.95; maroon, \$24.95. *Electrical Merchandising, July, 1950.*

#### AIR-KING Portable Radio

*Air King Products Co., Inc., 170 53rd St., Brooklyn, 32, N.Y.*

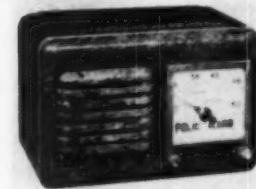
**Model:** Air-King 3-way portable radio No. A-520A.

**Selling Features:** Available in maroon or ivory polystyrene; new battery complement gives extra power and tone; plays on batteries or a.c.-d.c.

*Electrical Merchandising, July, 1950.*

tone system and a.c.-d.c. superhet circuit; permanent magnet speaker, 3 gang variable condenser; a.v.c. and variable tone control; both models have edge-lighted lucite dial, long, low sleek design in plastic; satin gold dial pointer; 3 control knobs.

*Electrical Merchandising, July, 1950*  
**Prices:** Nos. 450T and 451T, from \$19.95 to \$24.95. Nos. 460T and 461T, \$34.95 and \$29.95.



**POLICE-ALARM Radios**

*Radio Apparatus Corp., Indianapolis, Ind.*

**Models:** No. PR-31 and PR-8, table FM radios, for home use

**Selling Features:** Receives police calls, fire fighting, forest fire fighting, railroad, bus and maritime signaling and border patrol calls; PR-31 designed to accommodate new FCC frequency and tunes in on the 30 to 50 megacycle band; plastic cabinet in simulated-wood grain; easy to read; dial operates on 115 volts a.c. or d.c.; 5-tubes for use as emergency units or for home amusement. PR-8 designed for areas where most transmitters operate on 152 or 162 mcs; equipped with 14 in. indoor whip antenna and also brings in taxicab calls.

**Prices:** PR-31, \$49.45; PR-8, \$39.95. *Electrical Merchandising, July, 1950.*

and again with

**White**



#### THE NEW WATER-HOTTER GAS HEATERS

Introducing White's new "line of heaters" supplementing its existing line of electric water heaters.

Designed especially for the home market, these new water heaters are built to be accessible.

They are compact, light weight, and can be easily installed in any room.

They are made of high quality materials and are guaranteed for a long time.

They are easy to clean and maintain.

They are safe and reliable.

They are designed to meet the needs of today's homes.

They are made of high quality materials and are guaranteed for a long time.

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They are made of high quality materials and are guaranteed for a long time.

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**NOW! NEW BEAUTY FOR OLD FAVORITES**

New PROFIT, Too,  
as **SILEX**  
Swings to  
**COLOR!**

DALLAS—GKRAY & GKWEK  
8 cup—with choice of red or yellow trim with matching plastic cover and buffer tray \$3.95

PHOENIX—KWKR & KWKR  
8 cup—Stripped glass with choice of red or yellow trim with matching plastic cover and buffer tray \$5.95

**MEMBER UP** that cash register, break out those order forms. There's business, brisk new business heading your way and it's labeled "Silex in Color!"

Now...for the first time...you can offer Silex Coffeemakers in gay, sparkling reds and yellows...and with them covers, table mats and buffet trays in the same striking hues. There's a combination that can't miss making new coffeemaker sales...new profits for you.

Silex in COLOR is going places. Climb aboard. Cash in with the name that's tops with coffee lovers everywhere...Silex...more popular, more profitable than ever today in color!

**Free Display with Introductory Assortment**

9 Coffeemakers with beautiful permanent display in natural wood and metal. Assortment retails at \$40.55 giving you full normal profit.

The **SILEX** Company HARTFORD 2, CONNECTICUT

## ELECTRICAL APPLIANCE NEWS

### New Products

#### RADIO



**CROSLEY Table Radios**

Crosley Div., Avco Mfg. Corp., Cincinnati, O.

**Models:** Crosley "Dynamic" modern table models in 6 different colors, Nos. 11-100-U to 11-105-U inclusive.

**Selling Features:** Modern styled cabinet suitable for living room, bedroom, breakfast room or den in white, blue, green, red, black and chartreuse; circular dial with contrasting station numerals and radial type grille molded into cabinet and surmounted by clear polystyrene pointer; Alnico "V" speaker; high impedance rigid loop antenna; a.v.c.; special audio system operates on 50-60 cycles a.c.-d.c.

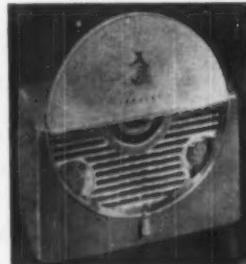
**Prices:** \$24.95 and \$25.95 in Zones 1 and 2.

*Electrical Merchandising, July, 1950*

changer units to replace obsolete single-speed units.

**Selling Features:** Both models play all three speeds; both models will also play 7-, 10- or 12-in. records automatically; only adjustment needed is setting for speed; new spindle design lowers each record easily, and a "feeler" regulates swing of tone arm to adjust to width of record; new "Automatic Manual" position permits playing "inside-out" and home recordings; velocity trip gives fast record change and minimum record wear. No. 551 has the No. 100 unit mounted on an enclosed rubber-footed base, making a changer than can be placed anywhere and played by connecting to the audio system or a radio or television receiver.

*Electrical Merchandising, July, 1950.*



**CROSLEY Portable Radios**

Crosley Div., Avco Mfg. Corp., Cincinnati, O.

**Models:** Riviera series personal portables in choice of five 2-tone color combinations Nos. 11-301U to 11-305U inclusive.

**Selling Features:** Instant automatic operation—when control panel cover is raised the set is automatically "on"; when cover is closed it is automatically "off"; semi-circular cover for speaker and control panel; fold-away handle in top; 2-tone colors include blue, green, red, brown and black; Alnico "V" speaker; specially designed built-in antenna; plays on a.c.-d.c. or battery; weighs only 6 lbs.

**Prices:** \$44.95 in Zone 1; \$46.95 in Zone 11.

*Electrical Merchandising, July, 1950*



**SCOTT Radio-Phone**

Scott Radio Laboratories Inc., 4541 N. Ravenswood Ave., Chicago, 40, Ill.

**Model:** Chippendale radio-phono combination No. 800BL.

**Selling Features:** 2-unit chassis finished in chromium; 24 tubes including 2 tuning eyes and 2 rectifiers; wide fidelity range on AM, FM and shortwave, with pushbutton selection of AM and FM stations; record-changer plays all types records automatically; 15 in. high-fidelity speaker; period mahogany cabinet.

**Price:** \$99.5. Also available with remote controls for \$100 additional.

*Electrical Merchandising, July, 1950.*

#### APEX Radio-Phones

Apex Electronic Distributing Co., 225 W. 17th St., New York 11, N.Y.

**Device:** 3-speed portable radio-phones, PC-25 and PC-26-A.

**Selling Features:** No. P.C. 25 a 5-tube superhet; plays all types records; Alnico 5 speaker; built-in loop antenna; 2-tone Louisiana alligator luggage type carrying case.

No. P.C. 26A portable automatic radio-phono combination plays all types and all size records up to 12 in.; 5 in. Alnico speaker; AVC; built-in loop antenna; bound with genuine leather.

**Prices:** PC. 25, \$49.95; PC. 26A, \$84.95.

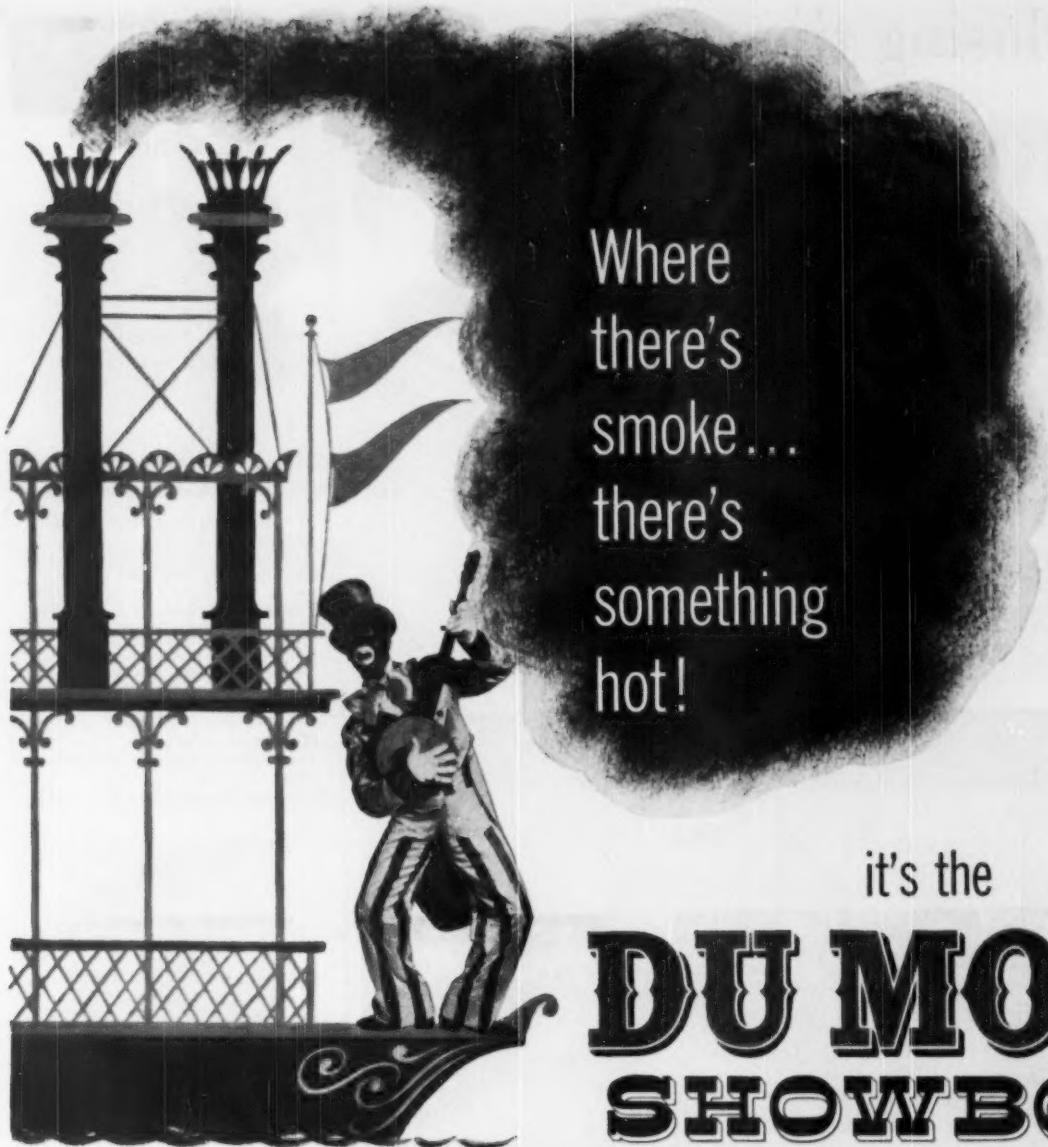
*Electrical Merchandising, July 1950*



**WEBSTER-CHICAGO Record Changers**

Webster-Chicago Corp., 5610 W. Bloomingdale Ave., Chicago, 29, Ill.

**Models:** Nos. 100 and 551, record



Where  
there's  
smoke...  
there's  
something  
hot!

it's the

# DU MONT SHOWBOAT

... hottest promotion of the hottest line of merchandise in all Du Mont history!

For months our product engineers have been working in a fine fever. And now they've cooked up a new line of Du Monts that fairly sizzle with sales appeal.

You'll be all steamed up over these great new models and over the colorful and distinctive advertising and sales promotion behind them.

Plan now to get aboard the Du Mont Showboat for a

fast ride to teleset sales. Sixteen magnificent performers. See your Du Mont Distributor for details.

## SEE THE NEW DU MONTs

N. A. M. M. Convention  
Mezzanine Floor

HOTEL PALMER HOUSE

Chicago, July 10-13

NOW MORE THAN EVER BEFORE...

# DUMONT

First with the finest in Television

COPYRIGHT 1950, ALLEN B. DU MONT LABORATORIES, INC., TELEVISION RECEIVER DIVISION, EAST PATERSON, N.J. AND THE DU MONT TELEVISION NETWORK, 515 MADISON AVE., NEW YORK 22, N.Y.

# After closing time ... and still selling

A Pittsburgh open-vision store front never stops "selling." Even after the store is closed, an open-vision front still presents the store interior and the merchandise displays attractively to the passer-by.

Many merchants have utilized this "salesman" that works overtime to increase their business. They have modernized their appliance stores with Pittsburgh Glass and Pittco Store Front Metal, and have proved that it's the appealing, inviting store that gets the attention . . . and the lion's share of the business.

Put a modern, eye-catching store front of Pittsburgh Glass and Pittco Store Front Metal to work for you. Modernization is not just an expense, but rather an investment in the future of your business. And when you remodel, do it right—do a complete job inside and out. If you desire them, easy payment terms can be arranged.

Your architect is familiar with Pittsburgh Products, so consult him for a well-planned, economical design. In the meantime, write for our free modernization booklet which gives examples and descriptions of many actual Pittsburgh installations. The coupon below is for your convenience.



**DELIGHTFUL TO LOOK AT . . .** economical to maintain. This electrical appliance store in Louisville, Ky., has a neat, inviting front that "stops" the passer-by. The extensive open-vision area of Polished Plate Glass is framed by Pittco Metal, which provides a resiliant setting for the glass. Pittco Metal is a handsome metal with clean-cut contours and a lustrous finish. The Herculite Doors complete the open-vision front. A colorful border of block Carrara Structural Glass surrounds the open-vision area. A wiping cloth, or a brush and hose, is all that's needed to keep the attractive front bright and clean.

## Store fronts and Interiors by Pittsburgh

Pittsburgh Plate Glass Company  
2161 Grant Building, Pittsburgh 18, Pa.

Without obligation on my part, please send me a free copy of your book on store modernization, "Modern Ways for Modern Days."

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_



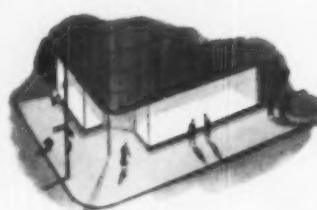
PAINTS · GLASS · CHEMICALS · BRUSHES · PLASTICS

PITTSBURGH PLATE GLASS COMPANY

ELECTRICAL APPLIANCE NEWS

New Products

RADIO



WEBSTER Ekotape

The Webster Electric Co., Racine, Wis.

**Device:** Ekotape Pla-mate portable tape recorder.

**Selling Features:** Has 3½ in. per second tape speed and "twin track" recording which gives 2 hrs. playing time with a 7-in. reel or one hour playing time with a 5-in. reel; features simplicity of operation with one central control selecting tape speed and direction—fast forward, standard forward for recording and playback or fast rewind; separate record-playback control eliminates possibility of accidentally erasing a recording.

**Price:** \$156.50 complete with microphone and cord.

*Electrical Merchandising*, July, 1950.



STEELMAN Portable Phones

Steelman Phonograph & Radio Co., Inc.,  
742 E. Tremont Ave., Bronx, 57, N. Y.

**Models:** No. 313T, 353T, and 395T.

**Selling Features:** No. 313T, 3-speed portable phone; has one tone arm with 2 replaceable styli; 3 tubes, 2 watt output; 5 in. Alnico PM speaker and full range control; wooden case with leatherette cover in 7 color selection; ivory-gold, red, blue, green, maroon, beige and tan.

No. 353T, 3-speed portable with dual channel input uses separate channel for "high" and separate for "low"; 1 tone arm with reversible cartridge equipped with 2 replaceable styli; 3 tubes, 5-watt output; 6½ in. Alnico PM speaker; inverse feed back, AC amplified; plays all 7, 10 and 12 in. records with lid closed; dark brown simulated alligator case.

No. 395T, 3-speed "all automatic" portable deluxe record changer; dual channel input; automatic record changer mechanism with specially designed tone arm and semi-permanent tandem-tip stylus; plays all records automatically at required speed with lid closed; 3 tubes, 5 watt output; 6½ in. Alnico PM speaker; deluxe luggage-type case in simulated cowhide with top grain leather trim; dual luggage style locks with keys.

**Prices:** No. 313T, \$29.95; No. 353T, \$49.95; and No. 395T, \$79.95.

*Electrical Merchandising*, July, 1950

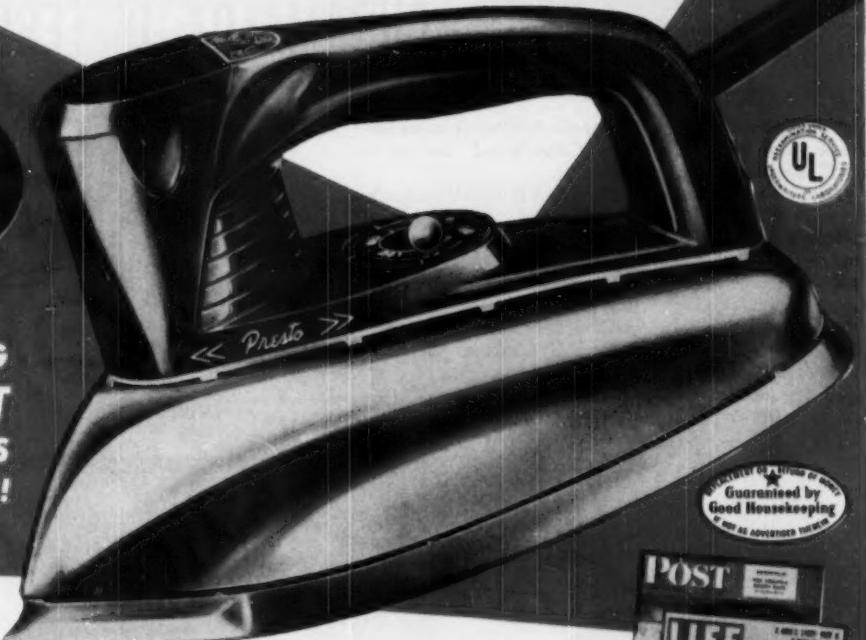
# NEW SALES SENSATION in the ELECTRICAL HOUSEWARES FIELD!

**Presto**  
AUTOMATIC  
Vapor-Steam Iron

RECORD-BREAKING  
SALES and PROFIT  
Maker With DEALERS  
EVERYWHERE!

RETAILS  
AT **\$17.95** FED. TAX  
INCL.

The  
steam iron that  
can't clog!



Guaranteed by  
Good Housekeeping  
AS SEEN AS ADVERTISED THROUGH

POST

LIFE

JOURNAL

McCall's

GOOD HOUSEKEEPING

COMPANION

AMERICAN HOME

BETTER HOMES

HOUSEHOLD

PARADE

WEEKLY

WEEKLY

In market after market, the PRESTO VAPOR-STEAM IRON has set new sales records! Dealers across the nation report complete sell-outs . . . re-orders are pouring in ahead of production as the hard-selling national advertising and merchandising campaigns gain momentum, sparked by . . .

OVER 35 MILLION "AD"  
MESSAGES in the next few months...

35 MILLION "AD" MESSAGES in leading national magazines . . . dominating, hard-hitting advertisements that are pre-selling homemakers everywhere . . . bringing them into your store where it's a snap to cinch sales with the . . .

## "SELLING STATION"

... a colorful, self-demonstrating, illuminated display . . . creates a "profit-plus" PRESTO VAPOR-STEAM IRON department that . . . automatically attracts attention . . . automatically makes sales by telling the selling story of the many exclusive PRESTO VAPOR-STEAM IRON features. Now available to dealers. Write for details, or ask your PRESTO VAPOR-STEAM IRON distributor.



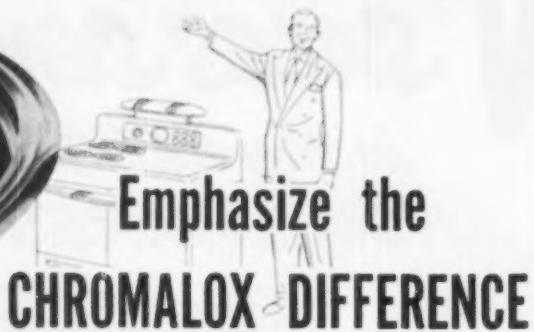
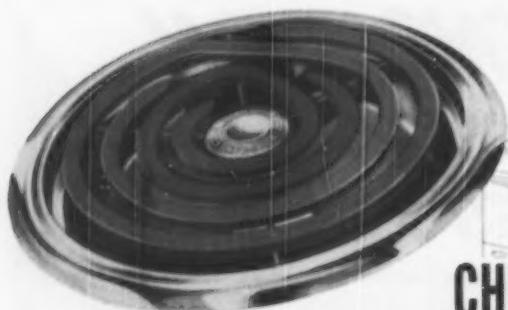
NATIONAL PRESSURE COOKER COMPANY

General Offices and Factory: EAU CLAIRE, WISCONSIN

Branch Factories: Los Angeles, Calif. • Wallaceburg, Ont., Canada

WORLD'S LARGEST MANUFACTURER OF  
PRESSURE COOKERS AND CANNERS

# LET HOT WEATHER HELP YOU SELL—

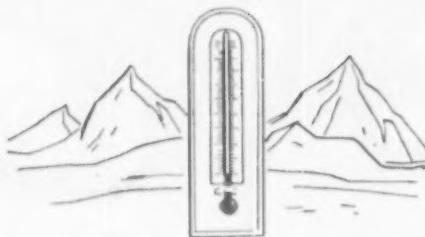


Just watch how quickly summer electric range sales are closed when you point out the "2-units-in-1" feature of any Chromalox electric range unit.

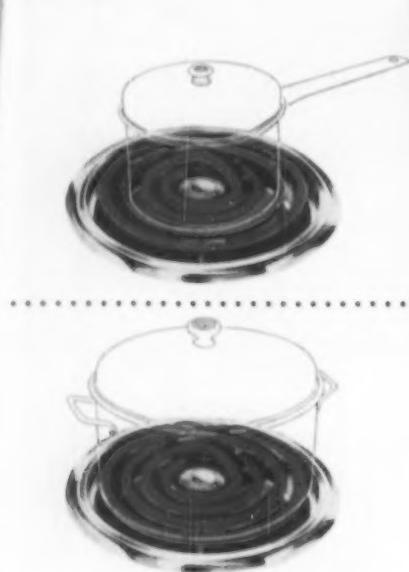
*Here's heat that can be confined to small utensils in which much cooking is done.*

*Here's a unit that doesn't waste heat, that doesn't cook the cook, that does make all the difference in kitchen comfort, not only on summer days but all year 'round.*

For easy hot-weather selling, emphasize this big Chromalox advantage. And point out too, that the Chromalox "2-units-in-1" design also saves up to 45% of electricity used for cooking in small utensils.



Chromalox Electric Cooking can keep kitchens 8° to 11° Cooler!



**Inner Hot Spot Alone for  
Small Pots and Pans—**

*No waste heat to cook the cook*

**Handles stay Cooler—Can't burn**

**Accurately controlled heat  
that goes evenly into  
large cooking utensils**

*For the complete story on the way to Quicker, Easier, Electric Range Sales—*

Write for the valuable booklet "The Switch is On." It will help you and your men to close more electric range sales in less time.

Up and out for  
thorough washing.  
Only one part  
to remove.



**CHROMALOX**

*Electric Cooking at Its Best!*

EDWIN L. WIEGAND COMPANY, 7525 THOMAS BOULEVARD, PITTSBURGH 8, PA.

## TV Show Sells Sewing Machines

— CONTINUED FROM PAGE 72 —

day home trial, service and repair of all machines and ten two hour free sewing lessons, taught by Mrs. Lois Bergold.

### *Tryouts in the Store*

To tie the advertising to Milwaukee Sewing Machine, tryouts for the program were held at the store. Cutting tables, demonstrators and displays were pushed back to make room for performers and spectators. A piano was available early in the evening and phonographs were available. Acts varied from tiny tots behind piano accordions to grey haired grandmothers with kitchen bands. Sprague Vonier of WTMJ-TV selected those who were to be televised.

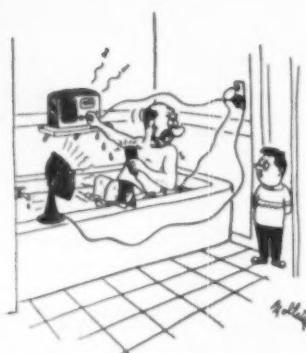
The cards sent in by the television audience were filed for use of salesmen when they run out of prospects. Many of these were from children who are not in the immediate market for a sewing machine.

All fourteen employees of Milwaukee Sewing Machine are trained for both sales and service, but 12 of them specialize in sales while the other two do mostly service work. Salesmen are on commission only, and their territories are not restricted. Leads which come to the store are distributed equally among them and salesmen do some canvassing themselves. They are required to be at the store during the three evenings the store is open and also on Saturday, unless they have an appointment for a demonstration elsewhere.

### *Husband-and-Wife Demos*

The salesmen make home demonstrations mostly on appointments when they can demonstrate to both the husband and wife. When the wife is alone at a demonstration, she may be sold but usually will not sign the order without her husband's approval. Salesmen determine whether the woman has had some sewing experience and vary the sales talk accordingly. If experienced, the talk is built around the advantages of the newer machines over the old ones—ease of sewing, making

(Continued on page 148)



"OF COURSE YOU CAN'T CROSS THE STREET ALONE! DADDY HAS EXPLAINED HOW DANGEROUS THAT IS!"

# *Sell the Only Complete line of* **AUTOMATIC CLOTHES DRYERS—** **Hamilton**

TRADE-MARK REG. U. S. PAT. OFF.

**THE FIRST DRYER—NOW IN FOUR MODELS**



1 Model No. 950-E Automatic Electric  
110-Volt Plug-in Dryer

2 Model No. 900-E Automatic Electric  
220-Volt Dryer

3 Model No. 1000-G Automatic  
Standard Gas Clothes Dryer

4 Model No. 1100-G Automatic Gas  
Clothes Dryer With "Matchless Ignition"

**There's a windfall of profits in the  
ripe and ready clothes dryer market!**

Dealers who act now to sell the complete Hamilton line can best satisfy the growing demand of enthusiastic buyers. Hamilton offers the best known automatic clothes dryer made. Now, with four different models, Hamilton offers the *only complete line* of automatic clothes dryers on the market!

Hamilton gives you the *most* selling opportunities... a Hamilton model for every customer's needs. As a Hamilton dealer, you are best equipped to capitalize on a vast new market that is *just now* reaching the peak of its potential.

Sell the dryer made by the *specialists* in the field! Sell Hamilton—the world's first and only *complete* line of automatic clothes dryers! See your Hamilton Distributor today for details!

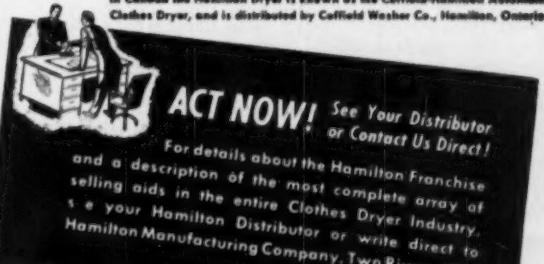
**The Original  
Automatic  
Clothes Dryer**

**Hamilton**  
TRADE-MARK REG. U. S. PAT. OFF.  
**Automatic CLOTHES DRYER**  
GAS and ELECTRIC MODELS



**Sales are piling up . . . more and more dealers  
are joining the great Hamilton "Clothespin" promotion  
and making profits accordingly!**

In Canada the Hamilton Dryer is known as the Coffield-Hamilton Automatic Clothes Dryer, and is distributed by Coffield Washer Co., Hamilton, Ontario.



**ACT NOW!** See Your Distributor  
or Contact Us Direct!

For details about the Hamilton Franchise  
and a description of the most complete array of  
selling aids in the entire Clothes Dryer Industry,  
see your Hamilton Distributor or write direct to  
Hamilton Manufacturing Company, Two Rivers, Wis.



**SANDWICHES  
and WAFFLES  
*AT THEIR BEST*  
with these salesbuilding**

**Dominion**  
TRADE MARK  
**APPLIANCES**

This sparkling new coffee maker has a "Flavor selector" dial which allows a choice of mild or strong coffee, according to taste. Once the coffee is brewed the indicator jewel glows -- percolating stops automatically -- and serving temperature is maintained. Pleasing black plastic handle and feet add to appearance and utility. Very reasonably priced, too, only \$14.95. (Slightly higher in west)

What is better with good coffee than waffles or grilled sandwiches? This special combination offer of a waffle set at no extra cost with the sale of every "Grid-O-Matic" has proved immensely popular. Represents a \$28.95 value for only \$23.95 -- already a low price for this fine appliance that bakes huge waffles, or, quickly reversing the same grids, provides two large cooking surfaces for grilling, frying, etc., as handsome as it is useful! (Price is slightly higher in west)

A full line of table appliances available through reputable distributors across the nation.

**"BREW-O-MATIC"  
COFFEE MAKER**  
(Completely automatic)

A new, exciting design that will warm the heart of every coffee lover. Has 9 cup capacity -- highly polished aluminum finish.



DOMINION ELECTRIC CORPORATION . . MANSFIELD, OHIO



**TV Show Sells  
Sewing Machinery**

—CONTINUED FROM PAGE 72—

some things on the machine which formerly had to be made by hand and demonstrating the forward and backward sewing. If the woman has never done any sewing, the salesman gets out the four inch wide organdie tape and the 15/16 in bias tape and demonstrates how to make a ruffled curtain, a cap sleeve, an apron, a baby bonnet, button holes and hemming. When he gets thru, he gives her the cute baby bonnet which he has quickly and easily made. Nothing is said about it, but the inference is that if a man can do it so easily, a woman can also learn.

The cost saving of making her own clothes is stressed. A New Home circular shows the savings of making various dresses, coats, curtains and slip covers. And the free sewing lessons are also emphasized. Thus it is possible to show that the cost of the sewing machine can not only be saved but quite a little profit realized besides.

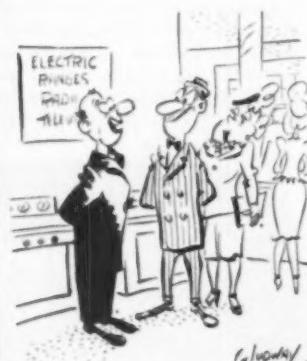
At present, Milwaukee is making about 20 demonstrations a week from various leads. About 75% of these are closed.

When on a demonstration, the salesman tries to close as soon as possible. If he can't, he will leave the machine for several days so the wife can get used to it and sell her husband on the idea.

**Hostess Parties Used**

Milwaukee has also started to put on group demonstrations at some woman's home for from six to 10 women who have been invited to tea. The company usually gives the woman a small useful gift costing about \$5 for the privilege of having the demonstration. A chain effect is promoted by trying to get all other women attending to put on teas for their friends.

For store selling, Smith says it is necessary to size up the customers by questioning them as to the amount of sewing to be done, the approximate amount they would like to spend and whether they are interested in a portable, cabinet or a used machine. In spite of experience it is easy to misjudge a prospect. *End*



"SOMETIMES I WISH OUR APPLIANCES WOULD BREAK DOWN--JUST TO GIVE OUR REPAIRMAN SOMETHING TO DO!"

# Never Before SUCH POWER . . . Never Before SUCH VALUE . . .

## in Chevrolet P·L Advance-Design Trucks

America has learned to expect the most from Chevrolet. And now the line that outsells all others brings truck users still more: More power—to make light of maximum loads. More value—to make sure of minimum costs.

Everywhere—on every kind of job, every kind of road—these new P·L models are proving themselves the greatest of a great line. Yet Chevrolet trucks are notably low in price and in operating and maintenance costs. No wonder that year after year Chevrolet trucks are the Nation's Favorite!

CHEVROLET MOTOR DIVISION, General Motors Corporation, DETROIT 2, MICHIGAN

### LEADING WITH ALL THESE PLUS FEATURES:

- TWO GREAT VALVE-IN-HEAD ENGINES: the New 105-h.p. Leadmaster and the improved 92-h.p. Thriftmaster—to give you greater power per gallon, lower cost per load
- THE NEW POWER-JET CARBURETOR: smoother, quicker acceleration response
- DIAPHRAGM SPRING CLUTCH for easy action engagement
- SYNCHRO-MESH TRANSMISSIONS for fast, smooth shifting
- HYPOID REAR AXLES—5 times more durable than spiral bevel type
- DOUBLE-ARTICULATED BRAKES—for complete driver control
- WIDE-BASE WHEELS for increased tire mileage
- ADVANCE-DESIGN STYLING with the "Cab that Breathes"
- BALL-TYPE STEERING for easier handling
- UNIT-DESIGN BODIES—precision built.

# CHEVROLET P·L\*

## ADVANCE-DESIGN TRUCKS

**P\* Popularity Leaders** Chevrolet trucks outsell all others. In every postwar year truck users have bought more Chevrolets than any other make—proof of the owner satisfaction they have earned throughout the years.

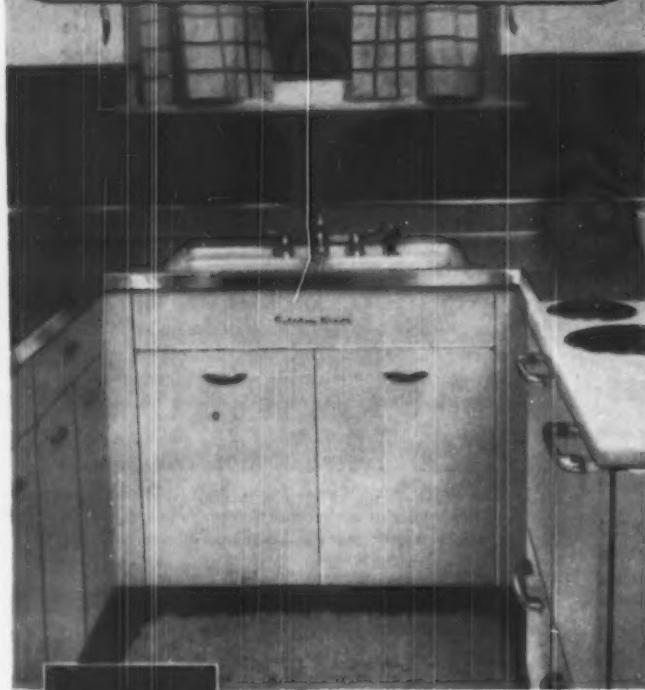
**P\* Performance Leaders** The new Chevrolet P·L trucks give you high pulling power over a wide range of usable road speeds—and on the straightaway, high acceleration to cut down total trip time.

**P\* Payload Leaders** The rugged construction and all-around economy of Chevrolet P·L trucks cut operating and repair costs—let you deliver the goods with real reductions in cost per ton per mile.

**P\* Price Leaders** The Chevrolet truck line is the very lowest priced line in the field—saves on initial cost. What's more P·L trucks give owners dollar and cents savings in maintenance and operation.



# Kitchen-Kraft COMES THROUGH...



*Kitchen-Kraft cabinets installed by H. R. Peterson in a Los Angeles home.*



...For H. R. Peterson  
of Kitchen Interiors,  
Los Angeles, Calif.

Mr. Peterson says — "Getting my own retail business going was a rough job, so you can realize what a good product meant to me. I am thankful I chose Midwest's Kitchen-Kraft line . . . I don't know who has been most pleased with the installations, my customers or myself. We all think your product is excellent, and want to extend our appreciation of the fine quality cabinet that Midwest is marketing. I think it is 'tops,' and know of no finer contribution to today's homeowner."

Someone in your town will make thousands of dollars more this year selling Kitchen-Kraft kitchens. Why not you? Only Kitchen-Kraft offers the famous Kustomized Tops that answer the demand for "custom-built" appearance at low cost. Only Kitchen-Kraft can supply right from stock top quality cabinets in sizes and fillers to equip 98% of all kitchens — regardless of size and shape. Only Kitchen-Kraft gives you all of these "plus" features . . . adjustable shelves . . . roller drawers . . . Du pont Dulux finish. Like other dealers, you'll find Kitchen-Kraft a real profit line.

**MIDWEST MFG. COMPANY**  
Division of Admiral Corporation  
Galesburg, Illinois



## NEW POSITIONS

### Philco Corp.



JOHN F. GILLIGAN



RAYMOND B. GEORGE



W. H. EICHELBERGER



JAMES M. SKINNER, JR.

Five executive promotions have been announced by Philco Corp.

John F. Gilligan, advertising manager since 1944 and a veteran of 28 years with the firm, has been named vice-president—advertising and will be in charge of the company's entire advertising program.

Raymond B. George, who joined Philco in 1936 and has been sales promotion manager for the past three years, has been named to a new post as vice-president—merchandising of the television and radio division.

Walter H. Eichelberger, a 14 year

veteran with the firm and sales manager of the refrigeration division since 1944, has been named vice-president—merchandising of the refrigeration division.

James M. Skinner, Jr., has been named general sales manager of the refrigeration division. He was formerly vice-president in charge of the service and parts division.

Henry T. Paiste, Jr., formerly director of quality control for the television and radio division, has been named vice-president—service and quality for the Philco Corp.

### Norge Division, Borg-Warner Corp.



HOWARD L. CLARY



JOHN M. TENNEY



RICHARD C. LARAMY

Howard L. Clary has been appointed vice-president in charge of sales for the Norge division of Borg-Warner Corp. Associated with Norge since 1942, Mr. Clary has been selling the firm's products since 1928, when he joined Ludwig Hommel Co., Pittsburgh distributor. He was most recently Norge's general sales manager.

Two new product managers have also been announced by Norge. John M. Tenney, formerly western regional

manager for the firm, has been named sales manager for refrigeration. Richard C. Laramy for home heaters.

R. H. Pizor, formerly eastern regional sales manager, has been named western regional sales manager. He has been succeeded in the east by Robert M. Reed, formerly a district representative.

Dean Spencer, formerly refrigeration sales manager, has been made New England regional sales manager.

# RAYTHEON

# means business!

Raytheon Television Gives You All This

## Proof of Dependability!

Look at These Electronic Devices Made by RAYTHEON  
... unexcelled in electronics for 25 years!



Tubes—Raytheon pioneered in cathode ray, subminiature and other electronic tubes.



Radar—Raytheon revolutionized the making of radar.



2-Way Radiophone—Raytheon is a leading manufacturer of this electronic device.



Radio—Raytheon engineers made possible the first house current radios.

Broadcasting Equipment—Raytheon is a leader in TV and radio equipment.



## PLUS

### THIS EXTRA PROOF OF DEPENDABILITY



**PROOF!**  
Backed by famous  
Good Housekeeping  
Guaranty Seal.



**PROOF!**  
Backed by the most  
liberal one-year  
Warranty.

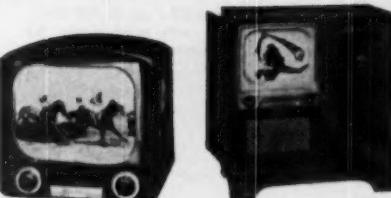


**PROOF!**  
Backed by Underwriters' Laboratories' Seal.

with This Exciting NEW 1951 Line That Is

**DEPENDABLY Built  
for DEPENDABLE  
Performance!**

A NEW LINE  
CONSUMERS WILL LIKE!



The new 1951 Raytheon television line can mean big profits for you! New models have extra sales appeal that means fast turnover—and they're priced to sell! Line includes table, console and combination models. Raytheon's generous discount on them means big profits for you!

**Backed by Aggressive Promotion.** National advertising—plus hard-hitting merchandising—plus local advertising will all make your job of selling Raytheon easier.

**Don't Miss Out!** Discover the profits in store for you with this new 1951 Raytheon line. For complete information, contact your Raytheon distributor or write us today.

**BELMONT RADIO CORPORATION**  
5921 W. DICKENS AVE., CHICAGO 39, ILL.

Subsidiary of  
**RAYTHEON MANUFACTURING CO.**

## IT ALL ADDS UP TO BIGGER PROFITS FOR YOU!

# The Spotlight is on the NEW WILSON FREEZERS

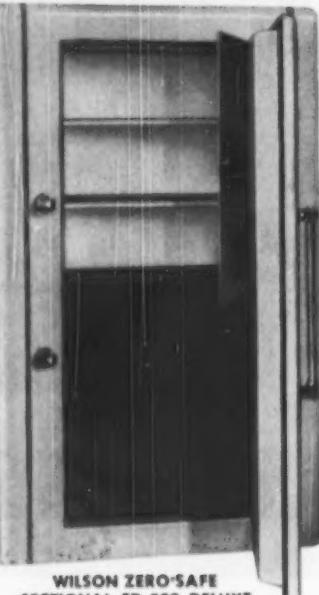
The spotlight is on the new Wilson line. And no wonder! Wilson Freezers have always been tops—always had more design and operating advantages—always had more of the "wanted" features that make sales easy.

But . . . the NEW Wilson Zero-Safe Freezers have more features than ever before . . . more reasons to make customers buy. They are the biggest news the freezer dealer has heard in years!

Look into Wilson. Look into the Wilson Franchise set-up. It's a good deal—as any Wilson Dealer will tell you. A few valuable exclusive franchises are still available. Write, wire or phone Dept. EM-7 concerning availabilities in your locality.

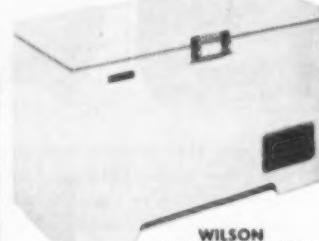


**WILSON ZERO-SAFE  
F-300 DELUXE SELF-CONTAINED**  
Gross Capacity: 29.2 cu. ft. The most modern freezer with beautiful blue-green color innovations. Front-opening doors with inner doors for reach-in convenience.



**WILSON ZERO-SAFE  
SECTIONAL FD-300 DELUXE**

Gross Capacity: 29.7 cu. ft. Full front-opening doors with inner doors for reach-in convenience. Additional sections easily added. Remote installation.



**WILSON  
ZERO-SAFE CHEST**

Capacities: 8, 15, and 23 cu. ft. Space-saving designs that hold up to  $\frac{1}{2}$  more food than other chests of same exterior dimensions.



**WILSON ZERO-SAFE  
SECTIONAL FF-30  
STANDARD**  
Gross Capacity: 28.8 cu. ft. Front-opening double doors for reach-in convenience. Additional sections easily added. Remote installation.

# WILSON

FARM MILK COOLERS • HOME FREEZERS • COMMERCIAL REFRIGERATION

REFRIGERATION, INC.

Smyrna, Delaware

## NEW POSITIONS

Rival Mfg. Co.



BERNARD F. SEARS



GEORGE B. ROTH



ELMER C. DVORAK



ALBERT R. JOHNSON

Two promotions within the company and two outside appointments to top positions have been announced by Rival Mfg. Co.

Bernard F. Sears, for the past four years general sales manager, has been named vice-president in charge of sales. George B. Roth, a member of the Rival advertising staff since 1947,

has been made advertising manager. Elmer C. Dvorak and Albert R. Johnson, both formerly with Swing-A-Way Mfg. Co., have been named assistant to the president and merchandising manager, respectively. Mr. Dvorak was formerly general sales manager for Swing-A-Way while Mr. Johnson was advertising manager.

**Sylvania Electric Products, Inc.**



H. WARD ZIMMER

**Conlon-Moore Corp.**



M. A. TOUSSAINT

H. Ward Zimmer has been elected executive vice-president of Sylvania Electric Products, Inc. For the past two and a half years he has been vice-president in charge of operations. He joined Sylvania in 1919. He became general manager of the radio tube division in 1942 and was elected vice-president in 1945.

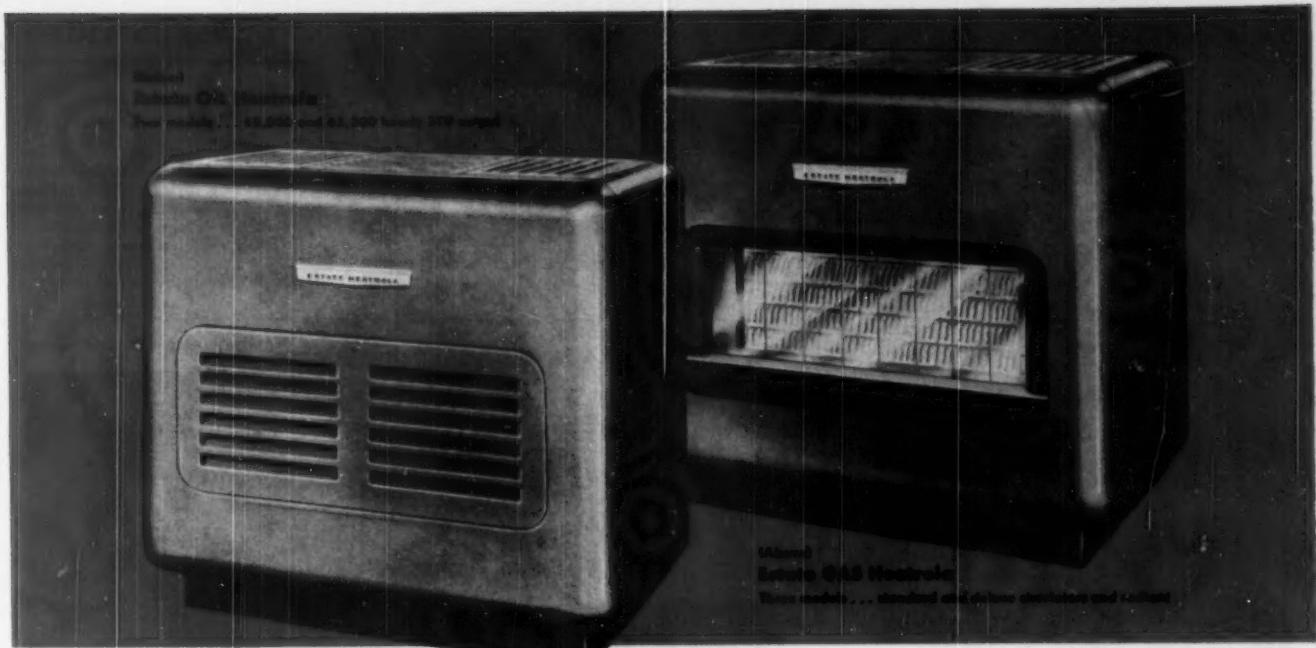
Monroe A. Toussaint has been elected vice-president of Conlon-Moore Corp. He has been active in the home appliance industry for over 22 years and prior to his appointment as vice-president was assistant to the president.

**Lewyt Corp.**

Arthur W. Miller has been made district sales manager for the Lewyt Corp. and will cover Ohio, Indiana, Kentucky and Pennsylvania.

**Kalamazoo Stove & Furnace Co.**

Two divisional sales managers for Ohio territories have been named by Kalamazoo Stove & Furnace Co. L. E. Penrose will cover the Akron area while E. S. Maloney will handle the Dayton territory.



## Estate *Heatrola*\* Announces the Most Important Heater News in Years

A series of beautiful new lo-boy Heatrolas . . . all with the amazing INTENSI-FIRE COMBUSTION CHAMBER

Take a good look . . . a long look . . . at these superbly designed Estate Heatrolas. These are the beaters destined to break sales records.

The new Estate Heatrolas enable you to offer customers 10% more efficiency than required by accepted testing standards, made possible by revolutionary new type burners and Estate's Intensi-Fire Combustion Chamber. You can sell fuel savings, extra heat, cleanliness, trouble-free operation never known before. And you can sell beauty, a furniture-styled, console cabinet so low it can fit in front of a fireplace.

Yes, there never has been a line of heaters so packed with buy appeal. See the new Estate Heatrolas . . . price them . . . you'll be stocking them for extra heater profits. Write, wire, or phone your distributor—or direct to the factory.

### These Important Features are Valuable Sales Clinchers

Floor-warming louvers • Adjustable heat-directing shutter at each end • Easy access door with mica observation window • Leveling screws on base • Iridescent brown, porcelain-like pebbled finish • Recessed pedestal base • Smart, modern styling • Porcelain-enamored combustion chamber • Down-draft diverter on flue outlet.

OIL MODELS: Econo-Mite Pilot, burns up to 40% less oil.  
GAS MODELS: "5-in-1" Control • Models for natural, manufactured, or bottled (LP) gas.  
ACCESSORY EQUIPMENT: Super-Circulating Blower • Thermostatic Blower Control • Thermostate Automatic Heat Control • 6 gallon oil tank (oil models).

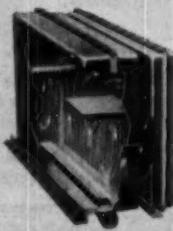
**ASK ABOUT OUR  
EARLY-SEASON  
PROMOTION PLANS**

**ESTATE** *Heatrola*\*

The Estate Stove Co., Hamilton, Ohio (A subsidiary of Noma Electric Corp.)

\*Estate Heatrola is the registered trademark of The Estate Stove Company, Hamilton, Ohio.

### Estate Gas Heatrola with AIR-FLOW BURNER and INTENSI-FIRE COMBUSTION CHAMBER



The new Air-flow burner is all-steel, completely porcelain-enamelled for resistance to rust and corrosion. Its fin-like construction has an air-cooling effect to guard against warping or distortion. It is a precision-built, port-type burner offering top efficiency.

The combustion chamber itself is identical with the oil models. The heat exchanger with precisely-placed baffles doubles the heat travel, offers extra heat radiation surfaces.

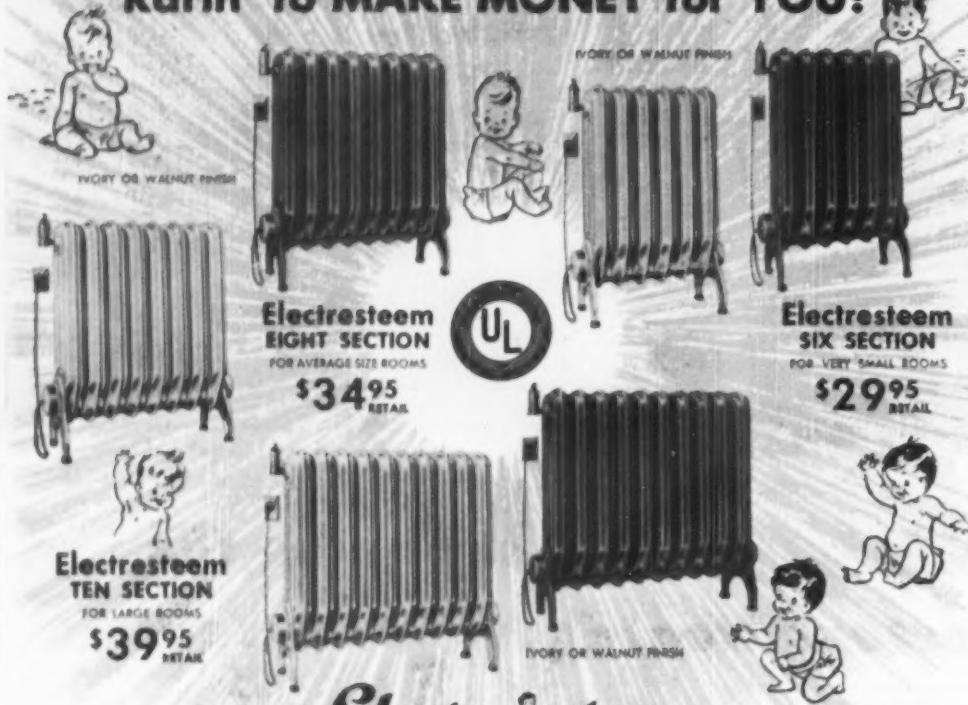
### Estate Oil Heatrola with DYNALFLAME BURNER and INTENSI-FIRE COMBUSTION CHAMBER



Here is a completely new departure in an oil heater burner—the first application to a home heater of the "reverse flame principle." Burns like a gas flame, mixing oil-vapor and air inside the flame. (The conventional oil flame is "carbonic," like a candle flame, burning only at the outside, giving off a high percentage of carbon.) The Dynalflame burner produces a super-heated flame, converging from both sides of the narrow throat, that burns all carbon.

# 6warm babies!

Rarin' to MAKE MONEY for YOU!



so push the **Electre steem sextuplets!**  
PORTABLE ELECTRIC STEAM RADIATOR

For Any Room  
That's Hard to Heat!

- Homes
- Offices
- Shops
- Cabins
- Theater Ticket Booths
- Doctors' Examination Rooms
- Workmen's Shacks
- Motels
- Hotels
- Hospitals
- Apartments

yes!



2 TO 12 HOUR  
VAPORIZERS **4.95**

3 TO 24 HOUR  
VAPORIZERS-HUMIDIFIERS **5.95**

6 BABY BOTTLE  
STERILIZERS **6.95**

BABY CHEF JR.  
BOTTLE WARMERS **1.89**

**ELECTRIC STEAM RADIATOR CORP.**

1 ELECTRIC AVENUE,

PARIS, KENTUCKY

In Canada: White Electric Steam Radiator Co., Toronto, Ontario

## NEW POSITIONS

### Casco Products Corp.

The board of directors of Casco Products Corp. recently announced the election of John J. Reidy, former general sales manager of the company's home appliance division, to the position of vice-president. Mr. Reidy will continue to direct the activities of the home appliance division.

### Westinghouse Electric Corp.



A. EARLE FISHER

A. Earle Fisher, formerly southeastern district manager for the Westinghouse TV-radio division, has been appointed merchandise manager of the division. He will aid in distribution organization, develop dealer and consumer promotions in new television markets and will assist district managers on special projects in the field.

### General Electric Co.

H. A. Oliphant, formerly sales representative on ranges and water heaters for General Electric in San Francisco, has been appointed Seattle manager of appliance sales for the company.

G. A. Bradford has been named advertising manager for the tube divisions of G-E. He joined the company in 1936 and most recently was in charge of advertising and promotion of G-E motors and controls in the apparatus department.

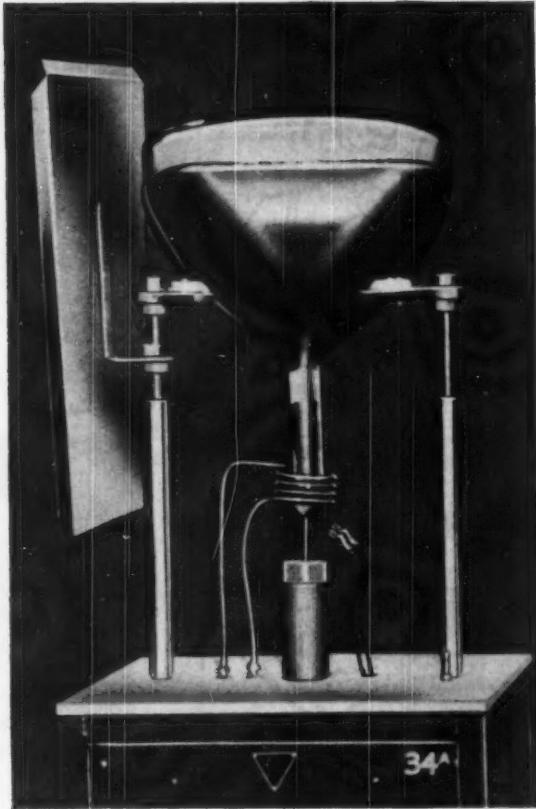
James P. Roger, formerly manager of the Virginia sales district for G-E's lamp department, has succeeded George O. Hodgson as manager of the Rocky Mountain district. Mr. Hodgson will retire July 31 after 41 years service with the company. Willard S. Hemker has succeeded Mr. Roger.

K. G. Roe, formerly with the commercial engineering section of G-E's household refrigeration division, has been transferred to the sales section of the same division.

### Armstrong Products Corp.

Two new sales representatives have been appointed by Armstrong Products Corp. W. C. Blackwell will have headquarters in Birmingham, Ala., and will cover Georgia, Tennessee and northern Mississippi as well as Alabama. Robert F. Edmonston will have charge of the Baltimore territory and will cover sections of Pennsylvania, New Jersey, Maryland and the District of Columbia.

# ONE BILLIONTH of an Atmosphere!



Yes, we pump all **SHELDON** "Telegenic" Picture Tubes to the extremely high vacuum of approximately one billionth of an atmosphere.

In producing this commercially "absolute" vacuum air, moisture and residual gases are pumped out. The tube is baked to remove any moisture on the walls of the tube and screen material. Air is pumped out by the most modern of vacuum pumps. The internal metal parts are bombarded by high frequency to remove residual gases. And, the vital Cathode is "broken down" to prepare the tube for ultimate service in television receiving sets.

Exhausting to approximately one billionth of an atmosphere is another reason why **SHELDON** "Telegenic" Picture Tubes are nationally famous for TOPS in picture quality and performance in any set as initial equipment or replacements.

*Write for Sheldon's New "General Specifications and Dimensions" Wall Chart. It's Free!*

**SHELDON ELECTRIC CO.**

Division of Allied Electric Products Inc.  
68-98 Colt Street, Irvington 11, N. J.

Branch Offices & Warehouses: CHICAGO 7, ILL., 426 S. Clinton St.  
LOS ANGELES 26, CAL., 1758 Glendale Blvd.

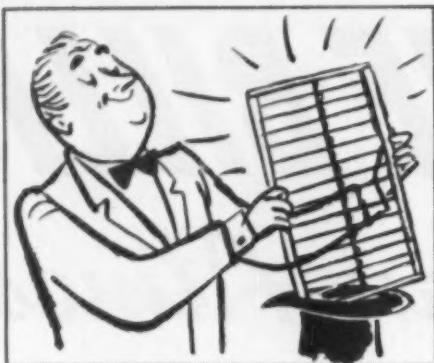


SHELDON TELEVISION PICTURE TUBES • CATHODE RAY TUBES • FLUORESCENT STARTERS AND LAMPHOLDERS • SHELDON REFLECTOR & INFRA-RED LAMPS  
PHOTOFLOOD & PHOTOSPOT LAMPS • SPRING-ACTION PLUGS • TAPMASTER EXTENSION CORD SETS & CUBE TAPS • RECTIFIER BULBS

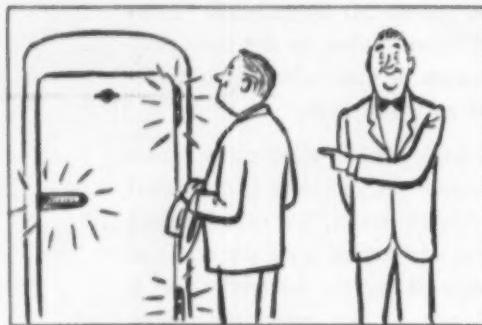
# How to make a refrigerator move



1 Salesmen know, when things are slow,  
Takes a gimmick to make 'em go.



2 Refrigerators move, and do it quick  
When salesmen know the stainless trick.



3 This Armco steel for hardware, shelves,  
Makes clients sell 'em to themselves.



4 It's rustless, tough; it cleans with ease—  
And don't forget it's solid, please!



5 Stainless steel can take abuse,  
Thrives on hardest kind of use.



6 Just say "Armco Stainless"—right!  
It will make your sales-day bright.

SEE for yourself how the famous Armco trademark helps move appliances. Armco Special-Purpose Steels have earned a solid reputation during 36 years of continuous national advertising. The purchaser knows that manufacturers use these steels to build longer life into better products.

Point out the many quality advantages

of Armco Stainless Steel in the new model refrigerators, ranges and other appliances. This bright, easy-to-clean metal resists corrosion and acid stains. There's no plating to wear off. Ask your suppliers where Armco Special-Purpose Steels are used in the appliances you sell and cash in on their advantages when you sell.

## ARMCO STEEL CORPORATION

220 CURTIS STREET, MIDDLETOWN, OHIO, WITH PLANTS AND SALES OFFICES FROM COAST TO COAST • THE ARMCO INTERNATIONAL CORPORATION, WORLD-WIDE



## NEW POSITIONS

### Hotpoint, Inc.

William A. Kissock has been elected vice-president of industrial relations for Hotpoint, Inc. He was previously manager of the department, having joined Hotpoint in October 1949.

### Whirlpool Corp.



DONALD H. DAVIDSON

Donald H. Davidson has been appointed sales promotion manager of the Whirlpool dryer division. He was formerly with the Forster Distributing Co., Minneapolis, and has also been associated with Hamilton Mfg. Co.

Miss Bernice Vasey has been added to the Whirlpool home economics staff and will do sales promotion work on ironers and dryers.

### Silex Co.



J. A. HAMILTON

J. A. Hamilton has been appointed advertising and sales promotion manager for the Silex Co. He was formerly an account executive with Wilson, Height and Welch, Inc., an advertising agency.

### Bendix Radio

John Kane has been made district merchandiser for Bendix radio and television in northern California and western Nevada. He operates as the Kane Co. with offices in San Francisco. Jack Wheeler has been named to a similar position in the eastern Massachusetts area. He operates as J. B. Wheeler & Associates with offices in Newton, Mass. The Capital Sales Co. under Alfred G. Farina will be district merchandiser for eastern Pennsylvania, southern New Jersey and northern Delaware. The firm has offices in Ardmore, Pa.

# Shopper-Stoppers... Designed by **Handyhot** for Fast Turnover in Your Store!

## **Handybreeze**

Dial-Aire Cabinet FAN



Cat. No.  
3316  
**\$49.95**

★ Beautifully styled to meet a variety of needs—as a floor model, as an end table or as a window fan (reverse for exhaust or intake use). Deep pitch 16" overall blade diameter. Air delivery varied by rheostat from low of 1130 CFM to high of 1910 CFM.

## **Handyhot**

De Luxe JUICIT  
(Approved by Sunbelt)



Cat. No.  
2791  
**\$19.95**

★ New de luxe model. Oscillating strainer extracts more fresh orange juice. Gets all the health-giving vitamins. (Standard model available at \$13.95.)

Look for the  
Gingham Package!  
It identifies Handyhot's  
Complete Line—Backed by  
45 Years of Manufacturing  
Experience.

## **Handyfreeze**

One Quart Electric Ice Cream FREEZER

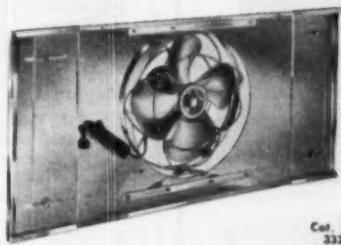


Cat. No.  
2301  
**\$16.95**

★ A totally NEW kitchen appliance. Beautiful—with white plastic tub and chrome motor housing. Convenient—makes ice cream whenever needed, easily, electrically, using ice cubes from standard refrigerator. (Standard 4 qt. and 6 qt. models also available.)

## **Handybreeze**

10-inch Cleavair Window VENTILATOR



Cat. No.  
3330  
**\$29.95**

★ A totally new window ventilator, framed in trans-I parent plastic. Motor, weather-proofed, may be rotated in frame for intake or exhaust. Heavy, durable plexiglass panel trimmed with stainless steel. Air delivery—1000 CFM.

(12-inch Cleavair, Cat. No. 3332, available at \$39.95.)

## **Handyhot**

Portable Electric WASHER



Cat. No.  
2401  
**\$37.95**  
Zone 1  
**\$38.95**  
Zone 2

★ Set it! Forget it! Timer shuts off motor automatically when clothes are washed. Stainless steel tub with seven gallon capacity. White enamel dome. Air cooled induction motor.

(Other models available from \$24.95 to \$34.95.)

## **Handyhot**

Automatic  
FROST CONTROL



Cat. No.  
3000  
**\$9.95**

★ Converts any electric refrigerator regardless of age or make into an automatic self-defrosting appliance. Easy to install—just plug it in. Keeps refrigerator at peak operating efficiency and is an extra convenience for busy housewives. An exceptional "door opener" for specialty salesmen.

**Handyhot**  
Quality Appliances

WORLD'S LARGEST MANUFACTURER OF PORTABLE WASHERS  
Chicago Electric Manufacturing Company  
Chicago 38, Illinois

See the HANDYHOT Display  
Booths 444-446-448-450,  
AT THE  
National Housewares Exhibit  
July 10-14th,  
ATLANTIC CITY, NEW JERSEY

# ARMSTRONG

OFFERS YOU  
3 POPULAR PRICED  
QUALITY GAS HEATERS

Each One a Money Maker and a Friend Maker!

- Fully Vented  
CIRCULATOR

Modern in design, compact, efficient in operation. Provides clean, dry heat and eliminates sweating walls and windows. A special safety feature: the brass valve and pilot are located behind a closed door at side and gas cannot be turned on by accidentally brushing against it. Finished in rich, brown porcelain enamel. A.G.A. approved. Made for L.P.G. gas or for Natural and Mfg. gas.



No. 914-V 19" high, 12" wide, 8" deep, 14,000 B.T.U. Sh. wt. 28 lbs.  
No. 917-V 19" high, 12" wide, 8" deep, 17,000 B.T.U. Sh. wt. 27 lbs.  
No. 920-V 19" high, 18" wide, 8" deep, 20,000 B.T.U. Sh. wt. 38 lbs.

- RADIANT GAS  
HEATER

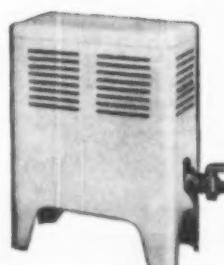
For fireplace or living room—it's cheerful and an excellent heat provider. Body is in one piece finished in brown porcelain enamel with harmonizing browns and earth backwall and radiants. Collector and dress guard are chrome plated. Solid brass valve and durable cast iron burner. A.G.A. approved.



17½" high, 18½" wide, 8" deep,  
20,000 B.T.U. Shipping Weight 31  
lbs.  
No. 220S for Natural and Mfg. gas  
No. 220SB for L.P.G. gas

- BATHROOM GAS HEATER

A leader in the field. White porcelain enamel finish. Closely drilled ports give rapid ignition and positive, even carry-over on all gases. Insures clean, well distributed flame. Burner is held in place with a single screw; it's easy to remove for cleaning. 14½" high, 11" wide, 8½" deep.



No. 10C for Natural and Mfg. gas 12,000 B.T.U.  
No. 10C-B for L.P.G. gas ..... 8,000 B.T.U.

See at your Jobber's or write for details and discounts on complete line of gas and electric heaters, irons, sprinklers, etc.

WHEN  
IT'S AN  
**ARMSTRONG**  
DEPEND ON IT!  
IT'S THE BEST  
OF ITS KIND

**ARMSTRONG**  
PRODUCTS CORP.

Manufacturers of Quality Products Since 1899  
Dept. EM, Huntington 12, W. Va.

## NEW POSITIONS

Du Mont Laboratories, Inc.

Conrac, Inc.



JAMES C. AFFLECK



W. J. MORELAND, JR.

James C. Affleck has been named sales promotion manager for the receiver sales division of Allen B. Du Mont Laboratories, Inc. For the past five years he has been advertising and sales promotion manager for Radio-marine Corp. of America.

Willis O. Jackson, formerly sales manager for Edwards-Harris Co., Atlanta distributing firm, has been named southeastern regional sales manager for the Du Mont receiver sales division.

W. J. Moreland, Jr., formerly executive vice-president of Conrac, Inc., manufacturers of custom-made television receivers, has been elected president of the firm, succeeding E. Z. Walters who now becomes chairman of the board.

Dearborn Stove Co.



R. H. NORRIS

Crosley Division  
Avco Mfg. Corp.

Three changes in the engineering department of the Crosley division of Avco Mfg. Corp. have been announced. L. M. Clement, formerly director of engineering, has been appointed technical adviser to the vice-president and general manager. O. E. Norberg has been promoted to manager of appliance engineering and D. B. Nason has been advanced to manager of electronic engineering.

Maytag Co.

Joe R. Vance has been made regional sales manager for the Maytag Co. in 29 counties in southwestern Illinois. He has been assigned to the firm's Chicago branch office.

R. H. Norris has been named executive vice-president and chief administrator of the Dearborn Stove Co. He has been with the firm since 1944.

C. D. Allison has been made vice-president and general manager of the firm's operations in Dallas. He was formerly with Westinghouse.

Erwin Klienman and I. G. Overcash have been named sales managers for the southern and northern divisions of the company; Ira G. Corn, Jr., has been named head of the market research and export sales departments of Dearborn.

Toastmaster Products Division  
McGraw Electric Co.

Two new sales representatives have been appointed by the Toastmaster Products division of McGraw Electric Co. Frank W. Griffith will work in the Buffalo territory while John B. Westberg has been assigned to the Chicago territory.

Caloric Stove Corp.

O. B. Wilt has been named northern California representative for Caloric Stove Corp. He has been engaged in merchandising in California since 1930.

# Cash in ON THIS EXTRA SALES POWER . . . FOR APPLIANCE PROFITS!

**OVER 10 Million Readers**  
of  **NATIONAL ADVERTISING**

will be looking for A-P DEPENDABLE CONTROLS  
and A-P AUTOMATIC OIL CONTROL ACCES-  
SORIES on the quality appliances YOU sell!

*Advertisements Like These*



*IN THESE LEADING  
NATIONAL MAGAZINES...*



Tell Your Customers About the Advantages  
of  **DEPENDABLE** Controls on

- Oil Burning Space Heaters, Furnaces, Floor Furnaces and Water Heaters
- Gas Fired Space Heaters and Furnaces
- Refrigerators, Home Freezers

Then make an EXTRA Profit on A-P AUTOMATIC HEATING

◀ This A-P COMFORT CONTROL adds welcome Dial Controlled heating convenience to EVERY Heater using A-P Safety Oil Controls.

Easy to install. Just mount Automatic Control Top on present oil control and connect to Heat-Anticipating Thermostat and Plug-In Transformer

WRITE TODAY for complete MERCHANDISING KIT to tie in on new profits from A-P NATIONAL ADVERTISING.

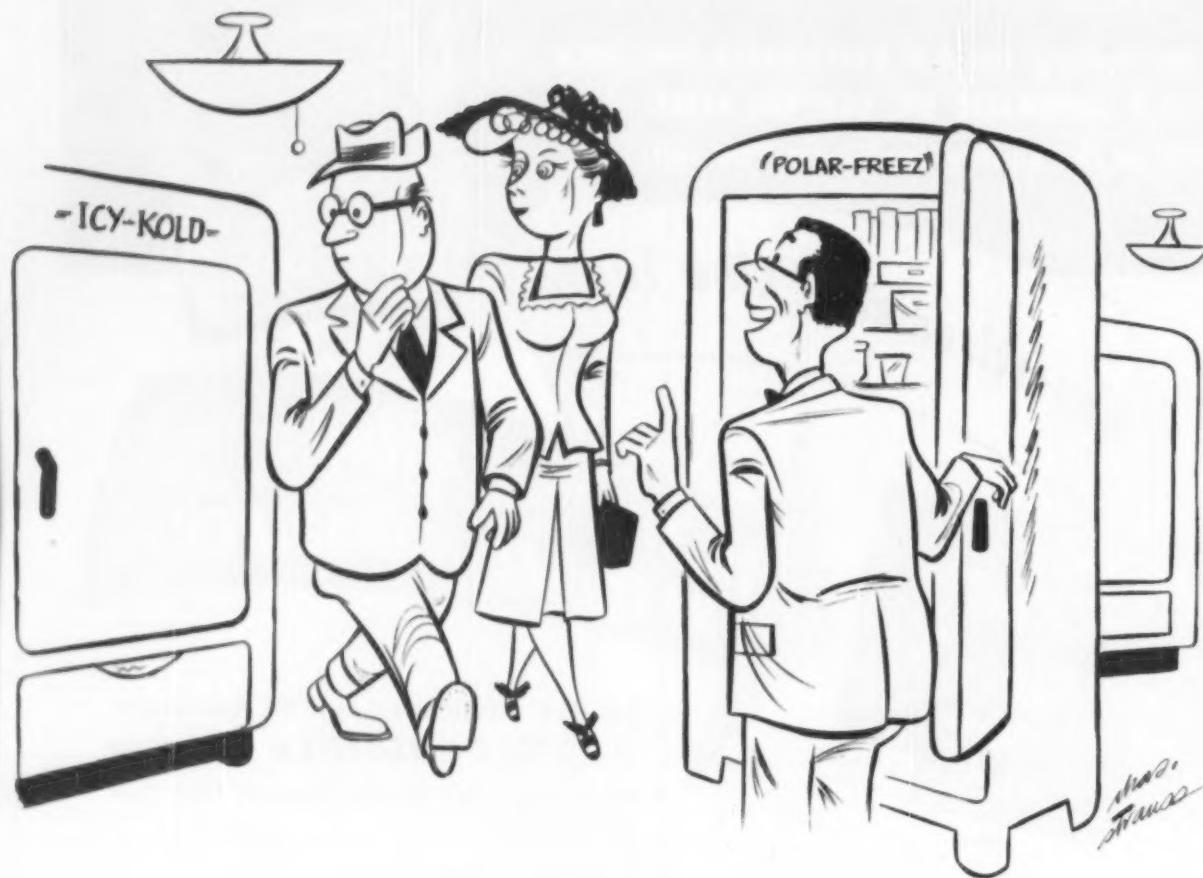
**AUTOMATIC PRODUCTS COMPANY**  
2400 NORTH THIRTY-SECOND STREET, MILWAUKEE 45, WISCONSIN



**DEPENDABLE** Controls

FOR BETTER OIL AND GAS HEATING • AIR CONDITIONING • REFRIGERATION

# The Dealer who doesn't push isn't playing ball on "Your Team"



## From Manufacturer to Consumer—A Product Sale Story

Before a product goes to market and its final sale it goes through many processing and sales stages—designing, manufacturing, wholesaling, and then to the eventual consumer. Of all those stages, four stand out in importance. Each is essential to an effective merchandising campaign—two of them indispensable where actual sales are concerned. They are shown in the chart below and . . .

HERE THEY ARE

The Important Segments reached by ELECTRICAL MERCHANDISING

MANUFACTURER (A reader also!)	WHOLESALE	RETAILER	CONSUMER
----------------------------------	-----------	----------	----------

Story of a Sale from Beginning to End

# Your Product...

Do some of "your" dealers deliberately sell interested customers away from your product? They can do it easily and without a single unethical word or damaging statement.

Perhaps the dealer doesn't always realize that he converts the prospects created by *your* consumer advertising into sales for your competitor. Maybe he's off "Your Team" for understandable reasons. It may just be that he's better sold on your competitor's product. It may also be that he's not familiar with your selling features — salesmen shirk demonstrations when they aren't sure of selling points. Are they sure of yours?

When all your sales meetings are over, give a month-to-month diet to your dealers in their favorite trade magazine. Here you can be sure they get your message exactly as you want them to without erosion. All investigations show that dealers are particularly interested in *your* advertising if they are franchised for your products. Sell him your features. Once or twice isn't enough and you can't do so too often. Remember that on most sales floors your product stands shoulder to shoulder with two or more competitors who also employ national consumer advertising and sales training programs.

**ELECTRICAL MERCHANDISING** is the greatest promotional force in the appliance-radio-television industry today. Your promotion should be there each month.

## Remember...The local dealer is considered an expert!

The local dealer's customers and prospects are generally his neighbors and friends and when they buy they look to him for advice and assistance on what is the best buy for their money. They know he is an expert and understands the important features of all the products he sells. If he should just say, "It's all right and can do a fairly good job," you can bet they'll buy something else. This unenthusiastic type of selling won't happen on your product if you keep your dealers sold on your product and on their toes with all the latest information. Use the dealers' preferred trade publication, **ELECTRICAL MERCHANDISING**, and you can be sure your sales curve will stay up.

### Readers of

**ELECTRICAL MERCHANDISING** are retailers (and wholesalers) of major appliances, electric housewares, radio and television sets and scores of related products and accessories. These products are bought with thought, usually with considerable family-wide consultation (Note: Here's where consumer advertising pays off). The products sold to the public by this group of retailers are sold with dealer advice and endorsement. They will not move without this important dealer ingredient. And they must have proper wholesale set-ups to facilitate it.

To reach dealers in  
**APPLIANCE — RADIO — TELEVISION STORES**  
**DEPARTMENT STORES — FURNITURE STORES**  
**HARDWARE STORES — UTILITY MERCHANTISERS**

*tell your product story in*  
**• ELECTRICAL •**  
**MERCHANDISING**

# MARQUETTE

*invites comparison*

IN PERFORMANCE...STYLE...VALUE!



## MARQUETTE REFRIGERATORS

*A line that's easy to sell!*

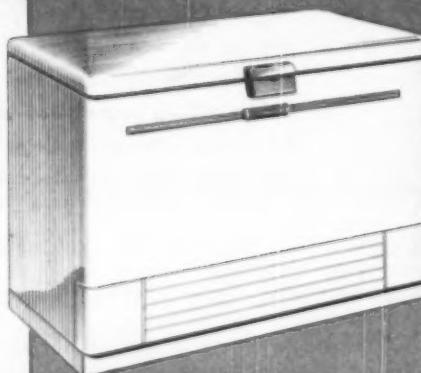
- BIG 42 lb. frozen food compartment
- Refrigerated top-to-bottom
- Three crisper drawers hold 42 quarts
- 17½ sq. ft. of shelf area
- Quiet, efficient Tecumseh compressor



## MARQUETTE HOME FREEZERS

*a big Freezer Value!*

- Four models, 16, 11½, 8, 4 cu. ft.
- Heavily insulated with Rock-wool
- Welded steel construction
- Vapor sealed cabinet
- Counterbalanced doors



MARQUETTE APPLIANCES, INC.

**MARQUETTE**  
*Appliances*

307 EAST HENNEPIN AVENUE

MINNEAPOLIS 14, MINNESOTA

## NEW POSITIONS

International Harvester Co.



MARK V. KEELER

Mark V. Keeler, formerly manager of manufacturing for the refrigeration division of International Harvester, has been named to succeed Joseph E. Layton as general manager of the division. Mr. Layton has been named assistant director of foreign operations for the firm. Mr. Keeler has been with Harvester since 1929.

Florence Stove Co.

P. R. Bouillion has been made sales promotion manager for the midwest division of the Florence Stove Co. He has been with Florence since 1946.

T. M. Cook has been named sales promotion manager of the southwestern division of the Florence Stove Co. He has been with Florence since 1936.

Proctor Electric Co.

Mrs. Cornelia Federer has been named central regional "Mary Proctor" for the Proctor Electric Co. Her headquarters will be in Columbus, Ohio. For the past ten years Mrs. Federer has been the home service director for Thompson & Hamilton, Inc., Columbus distributors.

American Central Division  
Avco Mfg. Corp.

Mack Johns, formerly Kansas City district manager for American Kitchens, has been named Chicago regional manager for the firm.

Arthur M. Bruninga has been named Chicago district manager for American Kitchens.

Murray Corp. of America

Graham Riley has been appointed regional sales manager for the Murray Corp. of America and will cover the mid-west territory with offices in Chicago. He was formerly with American Central; he has been with Murray since February.

Perfection Stove Co.

John Montgomery, Jr., has joined the sales staff of Perfection's Jersey City district.

To get out front in oil  
heater sales, you must have

# Coleman's big 3 for '50

If you don't have full information about Coleman's Golden Anniversary line of Oil Heaters, get in touch with your Coleman distributor or write today to The Coleman Company, Inc., Dept. EM-956-1, Wichita 1, Kansas.

COMFORT COSTS  
SO LITTLE  
WITH A

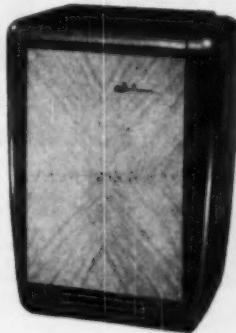


1.



COLEMAN'S  
INDUSTRY-SHAKING  
FUEL-AIR CONTROL

2.



THE MOST  
MAGNIFICENT  
BEAUTY AND STYLING  
IN HEATING HISTORY

3.

### PRICES THAT GIVE NEW MEANING TO THE WORD "VALUE"

We don't have to talk price to you this year. We merely invite you to compare any Coleman model price-wise with the nearest possible model that any other 1950 line offers. You'll wonder how we do it! There's a very simple answer—Coleman's 50 years of experience has taught us how to make better products for less money . . . at a good profit to you. A model for every purse from \$29.95 up.

### AUTOMATIC OIL HEATERS

World's Largest Manufacturer of Home Heating Equipment

# Electric EMPIRE Housewares

## The Choice of Quality-and-Profit Minded Merchandisers Since 1922

Feature this complete EMPIRE line of fine Electric Housewares if you want genuine quality merchandise to meet ALL price demands of your trade. Read about these typical popular EMPIRE appliances:



### 2 New "EMPIRE" AUTOMATIC PERCO-DRIPS

- Dual element with Cold-Water Pump starts perking within 60 seconds!!
- Stops perking automatically when coffee is done!!
- Single thermostat automatically changes to low heat
- Keeps coffee serving hot for hours
- Perfect coffee everytime...simply put in coffee and water and connect the cord!!



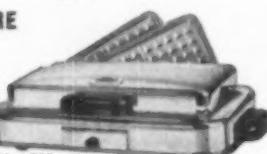
TWO SIZES  
No. 1921—5 Cup, List \$6.95  
No. 1922—8 Cup, List \$7.95

### EMPIRE Aristocrat ELECTRIC TOASTER

Toast at its best—golden brown, done to a turn. "Just the way you want it!" Smartly modern, in lustrous chrome finish, toast-warming flat top. Turns toast automatically by flip of door. Extra large toasting element. Listed. Underwriters' Laboratories.

### The New EMPIRE Sandwich Toaster & Waffler

The Boston's delight, combining true beauty of design with utility. Toasts one large or 3 small sandwhiches—fries bacon, eggs, or griddle cakes—grills steaks and chops, right at the table. Waffle grids removable and interchangeable. Beautifully chrome finished, with cool handles.



No. 788. Combination Sandwich Toaster & Waffler, \$11.95



No. 870.  
Retail \$4.35



Every sportsman, motorist, vacationist, wants this brand new HI-LO Pivot-Lite. Two beams, at side and top, swing in a vertical arc from pivot in lantern base. Only lantern permitting use of both lights at same time. Stands, carries, hangs upstairs, puts out at any angle. Comfortable ball handle. Throws brilliant single or double light wherever wanted. Long-lasting battery and Mazda bulbs.

Mighty Higher Retail  
Price is West.  
Order EMPIRE Electric  
Housewares Now.

## THE METAL WARE CORPORATION

NEW YORK  
200 5th Avenue

TWO RIVERS  
WISCONSIN

CHICAGO  
Room 1411A Merchandise Mart

## Distributors Elect Peirce at 42nd Annual Convention

"Cultivate present TV market," Elliott declares. O'Brien asks specialty selling of housewares

The 900 members of the National Assn. of Electrical Distributors, meeting in June in Atlantic City, N. J., for their 42nd annual convention, elected W. G. Peirce, Jr., of Philadelphia, as president.

Succeeding D. M. Salsbury, president of Westinghouse Electric Supply, as association head, Mr. Peirce served during 1949 as vice-president and chairman of the appliance division. Named to succeed him in the latter capacity was Ben Gross, president of Gross Distributors, N. Y.

Featured speakers at the meetings of the appliance division included Joseph B. Elliott, vice-president in charge of RCA Consumer Products; RCA; G. P. F. Smith, president of Norge Division, Borg-Warner; and W. E. O'Brien, general sales manager of Toastmaster Products Division, McGraw Electric.

**Cultivate TV Markets.** The freeze on TV stations, Mr. Elliott told the distributors, means that present markets must be more deeply cultivated. "Let's not neglect the hospitals, the schools, offices and other institutions—a tremendous market," he said. There is, he declared, a ready replacement market for TV, but he warned that this market cannot be dictated to, that it knows what it wants and that in order to take advantage of it the industry must give it what it wants. Other factors which he described as creating "The New Radio-Television Distribution Pattern" include "increased values" which have brought new prospects into the market, and dealers with their four years of TV sales experience, are now "seasoned veterans" who know how to sell.

Despite TV's growth, Mr. Elliott pointed out, radio has shown a surprising survival strength and he predicted that "during the next five years radio sales will exceed the radio sales of 1935-1939."

**Independent Distributors.** Mr. Smith cited the advantages of the independent type of distributor over factory branches, declaring that "without the independent distributor any small manufacturer would always be small without any chance of achieving national distribution." A distributor, he said, needs \$1,000 in capital for every 1/100 percent of the market which he serves a distributor who serves one percent of the market needs \$100,000. Independent distributors are aggressive and alert merchandisers, because it is their own money which is invested. Independent distributors, unlike the factory branch managers, he said, are not afraid to speak up and tell a manufacturer when his line is not good.

**Sell Housewares.** Electric housewares is a big and growing business, Mr. O'Brien told the distributors, but he pointed out that the sales growth by hardware and

jewelry wholesalers has far exceeded that of appliance distributors. As evidence he cited the experience of several manufacturers. The business of one increased 598 percent from 1934 to 1949, but the business of his electrical distributors increased only 464 percent while hardware wholesalers and jewelry wholesalers jumped their electric housewares sales 1395 and 1688 percent, respectively. As a remedy for the imbalance and as a spur to greater electric housewares sales by appliance distributors, Mr. O'Brien called upon them to set up separate sales departments for electric housewares, make sure that their salesmen are familiar with housewares products, take advantage of manufacturers' promotions, and contact dealers frequently.

Resolutions adopted by the association included one which tied in with Mr. O'Brien's recommendation to specialize. It read, in part: "The appliance division . . . hereby urges all appliance and electric housewares distributors and retailers to take immediate steps to build the additional specialty sales forces necessary to insure the complete market development of major appliances and electric housewares as well as television . . ."

Other resolutions called upon newspaper publishers to make cooperative advertising available at local, instead of national, rates, and asked that assessments of distributors by manufacturers for cooperative advertising be compensated for by the manufacturer.

(NAED convention pictures will appear in the August issue.)

### Low Income Apartments Have Air Conditioning

Believed to be one of the first low or moderately priced rental groups to offer such facilities, a new 284-family apartment project on Long Island will provide air conditioning for tenants at no extra charge. One-half horsepower Frigidaire window room air conditioners will be used.

Robert Metrick, head of the company developing the Childs Gardens project, points out that "air conditioning is the greatest drawing card in attracting and holding tenants that can be offered today."

The units will be installed in bedrooms and living rooms of the apartments with two bedroom apartments using three of the air conditioner units. By use of the individual package equipment, air conditioning can be provided as required by the household.

Installation will be made through wall-openings of sufficient size to house the individual units beneath the window. Installed and sealed in the wall-opening, the units provide an attractive built-in appearance, both from the outside and inside of the building.

# Three "DO'S" that sell MORE Electric Ranges!

There are three things that can help you build more Electric Range sales. Like other successful dealers everywhere, you can increase your sales by doing these three things. Here's how:

## DO THIS →

Have an Electric Range plugged in right on the sales floor. Then you can really give the prospect a demonstration. Flip the switches and the elements heat up right in front of her. She can see how fast this happens. She can touch the oven and feel how cool it is outside when it's hot inside. It's always easier to sell a "live" range than a "dead" one. Demonstrations build floor traffic, too! But in addition . . .



## DO THIS →

Don't let the sale drop when delivery is made. Make follow-up calls on purchasers. When a customer buys an Electric Range, chances are she's not too familiar with its operation. Have the salesman or home economist visit the customer once or twice *after* delivery, and demonstrate the range in the customer's own home. She needs only a little help and she'll learn where every control is, and how to use it. Then she'll be the kind of satisfied customer who is a good salesman for you, can bring you a lot of other customers. And also . . .



## DO THIS →

Like other successful dealers and salesmen, use an Electric Range in your own home. That's the best way to get yourself enthusiastic, to be convincing when you're telling prospects how easy this range is to use; about its coolness and economy; how its automatic controls save time, and what delicious meals it cooks. First—install an Electric Range in your own home.



CASH IN ON THE TREND...  
**Sell Electric Ranges!**

Another million American families switched to Electric Cooking last year!

### ELECTRIC RANGE SECTION

National Electrical Manufacturers Association, 155 E. 44th St., New York 17, N.Y.

ADMIRAL • COOLERATOR • CROSLEY • DEEPFREEZE • FRIGIDAIRE • GENERAL ELECTRIC • GIBSON  
HOTPOINT • KELVINATOR • LEDO • MONARCH • NORGE • UNIVERSAL • WESTINGHOUSE

ELECTRICAL MERCHANDISING—JULY, 1950

### Wire Your Store for Modern Merchandising

Remember—when your store has a three-wire service to demonstrate Electric Ranges, it is also wired for other appliances, such as Electric Water Heaters and Electric Clothes Dryers. This, of course, spreads the wiring cost; helps boost sales in general, because any appliance sells better "live" than "dead."



## Philco Scraps Bottom With New TV Prices

Hooplah and hoorah returned to merchandising last month.

In a prewar atmosphere of carnival, parades, sporting events, beauty contests and big-stick selling at its recent Atlantic City convention, Philco Corp. announced its bid for a supremacy in the television industry comparable to its prewar radio standing by introducing a line of 35 television sets. Two price leaders, Philco executives frankly admitted, were designed to rock the industry. One, a 16-in. table model in a metal cabinet, was listed at \$199.95, but merchants were warned that they wouldn't get all they wanted and should sell the set with a table for \$229.95. The second price leader, a 12½-in. model in a plastic cabinet, was priced at \$149.95.

President William Balderston told 1200 distributor representatives that Philco will sell over 1,000,000 TV receivers this year, 600,000 of which will be moved in the last six months. To achieve this volume Philco is aiming at production of 35,000 sets a week.

Mr. Balderston declared that at Philco's January convention distributors placed orders for \$80,000,000 worth of merchandise and that wholesale orders last month in Atlantic City topped \$100-million.

Despite Philco's emphasis on TV at its convention, John M. Otter, vice-president and general sales manager, declared that the company has taken steps to see that other lines are not neglected by assigning extra division managers to five big TV centers who will be charged with the responsibility of promoting ranges, refrigerators and air conditioners. Two new refrigerators were introduced to the 5,000 dealers attending the convention by Thomas A. Kennally, president of the refrigeration division. One, a nine cubic foot model, 905, will list for \$274.95. Model 1102, containing 11 cubic feet of storage space, is tagged at \$299.95.

(Philco pictures will appear in the August issue.)

## Talk about salesmen with contacts! "By" and "Kay" Factor have 33,000,000 friends and can help you sell 'em your appliances



"By's" base has  
a special  
adhesive that  
sticks to any  
dry surface.

These 5-inch sales-minded characters are telling 33,000,000 readers of **LIFE** and **BETTER HOMES & GARDENS** what both men and women should look for in buying appliances.

Now, "By" and "Kay" are ready to stick to the sides or tops of appliances in your store—to remind buyers how to buy, and sellers how to sell—with Fiberglas\* Insulation.

To get your supply of these sales aids, see your distributor or manufacturer's representative.

OWENS-CORNING FIBERGLAS CORPORATION  
Dept. 104-G, Toledo 1, Ohio



"Kay's" base has  
a special  
adhesive that  
sticks to any  
dry surface.

\*FIBERGLAS is the trade-mark (Reg. U. S. Pat. Off.) of Owens-Corning Fiberglas Corporation for a variety of products made of or with glass fibers.

## FIBERGLAS IS IN YOUR LIFE...FOR GOOD!

### G-E Promotion Includes "Free Lance" Demonstrators

General Electric has launched a program of "free lance" home demonstrations in a move to help retailers obtain more satisfied users of the firm's home laundry equipment.

The plan suggests procurement of demonstrators to work on a part-time or free lance basis. Distributors will select and train prospective demonstrators. When qualified, the women will assist a specified number of dealers in giving demonstrations. Because many of the demonstrations will be made in the home after the appliance has been sold, the plan should help dealers obtain a file of satisfied users. Use of the demonstrators is expected to reduce service calls and enable the smaller dealer to offer services usually given only by larger retailers.

G-E has just concluded an intensive home freezer campaign on its home freezers built around a five-piece direct-mail program. National advertising has backed up the campaign.

**Need stronger advertising support  
in your neighborhood?**



**M**ORE than 2,100,000 women shoppers buy Family Circle every month at 9,135 stores of ten leading grocery chains.

**This type of circulation automatically selects housewives who live in your neighborhood... who shop in your neighborhood.**

Readers and advertisers say Family Circle, which sells for only 5¢, is one of the biggest values in magazines today. That explains why every sale of Family Circle is a deliberate cash purchase — 100% cash-and-carry circulation with no subscriptions.

Ask the manufacturers of the products you sell for stronger advertising support among *your customers* in Family Circle.

**FAMILY CIRCLE DISPLAY CARDS**  
in your windows draw housewife shoppers into your store during shopping trips to the chain grocery.



**SOLD BY TEN LEADING GROCERY CHAINS**

CHAIN	STORES	CIRCULATION GUARANTEE
Safeway®	3,333	940,000
Kroger	2,207	400,000
Red Owl	674	55,000
Jewel	152	50,000
Albers	51	25,000
First National	1,097	200,000
Grand Union	295	55,000
Bonwit Teller	298	45,000
American	1,754	270,000
Colonial	374	70,000

\*Six editions: California, Northwest, Mountain, Midwest, Washington-Richmond, New York.

25 W. 45TH STREET, NEW YORK 19, N. Y.

**2,100,000 CASH-AND-CARRY CIRCULATION IN 9,135 SALES CENTERS**

## New Circuits Promise Better TV Reception

The technique of photographically "printing" an electronic circuit instead of using wire has been applied to television receivers for the first time in sets now being manufactured by the Hallicrafters Co. The printed circuit is used in the coils of the Hallicrafter "dynamic tuner."

To the consumer the new tuner means better fringe area performance, less disturbance from common sources of interference, a clearer, sharper picture with more detail, better all-around performance and less "snow" in weak-signal areas.

Technically, the new tuner is said to permit closer manufacturing tolerances, provide higher sensitivity, higher rejection of unwanted interfering signals, easier serviceability and higher gain with less electrical noise due to new type tubes.

In making the printed coil strips, a large thin sheet of copper is bonded to a sheet of plastic. The copper is coated with light-sensitive enamel and a photographic print made. The sheet is then placed in an acid bath and the parts not covered by the enamel are etched away, leaving many printed circuits. The individual strips are then cut off the large sheet.

The organization that developed the circuit is now manufacturing complete printed-circuit tuning systems, and Hallicrafters is its only customer at the present time. After a six-month interval the printed circuit will be offered to other set makers.



## Still Climbing!

BECAUSE

## HOUSEHOLD HITS HOME! with the "Profit Combination"

• 127 new accounts! More than 10,000 lines over last year's first half! And Household is *still climbing*—closing a June issue up 20% over 1949!

The "profit combination" does it. Household's combination of *home* families and *home* editorial . . . concentrated in the free-spending *home* towns under 25,000.

HOUSEHOLD HITS HOME for the lowest cost per page per 1,000—four colors, \$3.20; black and white, \$2.40.

HOUSEHOLD MAGAZINE • Arthur Capper, Publisher • Topeka, Kansas

*the Household profit combination*

HOME FAMILIES plus HOME EDITORIAL  
CONCENTRATED IN THE HOME TOWNS OF AMERICA!

### Scheduled Meetings

#### NAT'L ASSN. OF MUSIC MERCHANTS

Show and convention  
Palmer House, Chicago, Ill.  
July 10-13

#### NAT'L HOUSEWARES & HOME APPLIANCE MFRS. EXHIBIT

Auditorium, Atlantic City, N. J.

July 10-14

#### AMERICAN HOME LAUNDRY MFRS. ASSN.

Annual summer meeting  
Chalfonte-Haddon Hall, Atlantic City  
July 12-14  
Executive committee meeting  
July 11

#### WESTERN SUMMER MARKET

Western Merchandise Mart  
San Francisco  
July 24-28

#### U. S. INT'L TRADE FAIR

Coliseum, Amphitheatre, Navy Pier  
Chicago, Ill.  
August 7-19

#### WESTERN HOUSEWARES SHOW

Biltmore Hotel, Los Angeles  
August 27-30

#### ALLEGHENY COUNTY FAIR

Electric Building Exhibit  
Electric League of Western Pennsylvania  
South Park, Pittsburgh, Pa.  
August 31-September 4

# Announcing

at your  
**RCA VICTOR**  
distributor  
July 6th

they're all  
"M. - P."

**I7 Brand-New  
RCA VICTOR  
TELEVISION  
MODELS**

**BIGGEST Sell-Up  
TV line in  
HISTORY**

**RCA VICTOR** 

DIVISION OF RADIO CORPORATION OF AMERICA

**RCA VICTOR—World Leader in Radio... First in Television... First in Recorded Music**

## They sell more ironers! They sell themselves!



**COSCO Posture Back Ironer Chairs:** Two handsome, all-metal models—each one "restful as a rocker." Seat height (16½") just right for ironers of all makes. Back adjustable up and down, with special rocker action that "cradles the back" in any position. Both models of tubular steel construction, with *all-plastic* Duran upholstery—red or black. Model 9-B has white, baked-on enamel finish and floor-protecting gliders on legs. Model 9-E has chromium finish, with free-rolling casters on legs.



**COSCO Folding Ironer Table:** Perfect for any portable ironer. Sturdy, steady, with legs that lock open; fold flat within 2" top for space-saving storage. Extra large, 24" x 34" top finished in baked-on enamel—choice of red or white. Just the right height (25½") for use with Cosco Ironer Chair. Tubular steel legs—constructed in pairs for greater strength and rigidity—are chromium-plated and tipped with floor-protecting gliders.

### Stock! Feature Both These COSCO Ironer Essentials

Make extra profits by featuring Cosco's great, new "package" for automatic ironers. Display chair and table *with the ironer*, just as the home maker would use them. See how these Cosco ironer essentials sell more ironers... see how they sell themselves! Carry all models, all colors. Order from your Cosco distributor, or write:

HAMILTON MANUFACTURING CORPORATION • COLUMBUS, INDIANA

By the Makers of

**COSCO**

Household Stools  
and Utility Tables



## TV No Threat to Sports According to New Study

Video owners stay home for a time  
but once the novelty has worn off  
they go out more often than before

TELEVISION does not threaten the future of spectator sports, the National Assn. of Newspaper Promotion Managers was told in mid-May. Basing his conclusions on a two-year study he has just completed, Jerry N. Jordan explained that habits of TV owners change after they have had a set for a year.

"When they first buy a set," Jordan said, "they stay home more—go out less to paid entertainment. But a year later, when the novelty has worn off, the original pattern tends to return. Attendance at some forms of entertainment even shows an increase."

As a result of his studies Jordan has concluded that television is not a major factor in influencing attendance and that higher incomes, shorter working hours, management, performance and publicity are the major factors.

**Novelty Disappears.** Jordan's figures indicate that among male TV owners who had owned a set for three months or less, only 24 percent went to see a football game last fall. Among those owning sets from four to 11 months, 41 percent went to games last fall. Owners of one to two years were back to normal (45 percent) in attendance. And those who had owned sets for over two years were above average with 54 percent having seen one or more games.

The same basic pattern was found in baseball. Fifty-eight percent of those who had owned sets for more than a year went to see a baseball game while only 45 percent of non-owners and 44 percent of new owners attended. Long term TV owners also went more often, averaging 5.9 games per season to 4.4 for non-owners and 3.7 for new owners.

**Attendance Factors.** Jordan's theories on attendance were tested against attendance figures for 460 major and minor league baseball clubs, 192 colleges and universities, 32 high schools, 100 arenas, race tracks and

other sports establishments located in 572 cities and towns in every state.

In contending that factors other than television coverage influence attendance, Jordan pointed out that in the major leagues (where 15 of the 16 teams were televised last year), the seven teams whose 1949 performance topped 1948 standings showed an attendance increase of 7.2 percent. The nine clubs with lower performance records showed a decreased attendance of 15.3 percent. Included in this group was Pittsburgh, the only non-televised club.

College football reacted in much the same way, with 65 percent of those who improved their performance showing an increase. In minor league baseball 13 out of 18 televised teams gained or lost in attendance in direct relation to improved or lowered performance.

Economic conditions also have a direct influence on attendance, Jordan said. Mathematical correlations over the past 20 years ranged above .90 in both baseball and football and for all sports as a whole.

**What Telecasting Did.** Among 31 colleges which televised some or all of their football games in 1949, 65 percent increased attendance over 1948. Among 104 located in television areas, 57 percent increased their attendance as compared with 51 percent of 88 colleges located in non-television areas. Among small colleges in TV areas, 58 percent showed increased attendance as compared to 44 percent in non-televised areas.

Minor league baseball teams near telecasts of major league games were hurt; this was due to competition for attendance at night games, a struggle which TV intensified. However, Jordan pointed out, minor leagues set their fourth straight attendance record in 1949 and less than three percent of minor league teams are within TV range of any major league city.

### Clean Sweep at Racetrack



INDIANAPOLIS SPEEDWAY workers employ a battery of vacuum cleaners in sweeping the half-mile of brick pavement in front of the stands at the race track. The cleaner test was run in an effort to prevent clouds of dust when the racers took off on the 500-mile Memorial Day classic.

# THE SENSATIONAL

*Original*  
**Fryryte**  
TRADE MARK

**DEEP FRYER**

## ENJOYS UNPRECEDENTED CONSUMER ACCEPTANCE

**First to Gain National  
Prominence—Still the  
Outstanding LEADER!**

### **Fryryte**

COOKS AN ENDLESS VARIETY OF  
TASTE-TEMPTING FOODS — IN JUST  
2 TO 7 MINUTES — MAKES COOKING  
EASY AND ENJOYABLE...NO WONDER  
FRYRYTE IS MAKING SALES HISTORY



**SEE IT**  
AND OTHER SALES  
BUILDING SURPRISES  
AT BOOTHS  
1435 - 1437 - 1439  
ATLANTIC CITY

**Fryryte**  
BIGGEST DOLLAR BUILDER  
FOR THE DEALER — BACKED  
BY NATIONAL ADVERTISING  
AND SALES PROMOTION



**DULANE INC.** 8550 W. GRAND AVE.  
RIVER GROVE, ILL.

*What a line for a salesman!*



# SCOTSMAN OIL AND GAS HEATERS



Scotsman has the only oil burner specifically designed for modulated firing. Scotsman developed the modulating oil valve. What does it mean to your customers? Automatic heating without electricity. New comfort. No fire tending. Want to hear more? Send us a postcard.

Yes, one Scotsman gas heater takes the place of three in your stock. Because one Scotsman heater is adaptable to all three gases: natural, manufactured and L-P. Change-over spuds packaged with each heater. Want to hear more? Drop us a postcard.

## Get SCOTSMAN

Address a postcard to AMERICAN GAS MACHINE CO., Albert Lea, Minnesota  
We've Manufactured Appliances Since 1896 - Heating Stoves Since 1933



CLIF SIMPSON

### Simpson Leaves NARDA For Chicago Association

Cliff Simpson, managing director of the National Appliance and Radio Dealers Assn., has left that organization to assume the same title with the Electric Assn. of Chicago, succeeding Ainsley Gray, who has retired after 20 years of service.

### Soapless Washer Steals Show

An Australian electrostatic clothes washer (described in the September, 1949, issue of ELECTRICAL MERCHANDISING) made its North American bow at the Canadian International Trade Fair in June and promptly stole the show.

Washing is accomplished by producing sound waves in the wash water. The manufacturer claims that soap or other cleansing agents are unnecessary and estimates that the unit could be manufactured in Canada for \$10.

Interest in the machine wasn't confined to Canadian manufacturers, however. Herbert Jones, a co-inventor of the washer and a member of the firm of Excell & Jones, now producing it in Australia, said that he would remain in this country until he had arranged production here. He said that several American manufacturers were interested.

### Los Angeles Owners Ready To Buy Larger Video Sets

Fifty-seven percent of Los Angeles television owners plan to replace their sets with larger screen models soon, the city's third annual Tele-Census poll reveals. The survey was conducted by Woodbury College and covered calls on more than 3000 set owners.

Other conclusions include: radio stars not now appearing on television are desperately wanted. Over half those questioned would pay a dollar to see a first run movie on video. Sixty-five percent said video had created no special problem with children in the home. And 97 percent said they were glad they bought their sets.

The poll also covered San Diego and San Bernardino. In both towns the results paralleled those in Los Angeles.

# Set Profit Records Every Month with **Hotpoint!**

Progressive dealers who merchandise the Hotpoint Home Appliance line in its entirety (every major unit for the complete electric kitchen and home laundry) have a greater variety of timely merchandise to stimulate sales every day of the year. Moreover, they are assured of the latest and best in advanced appliance styling backed by one of the greatest names in the appliance industry. Hotpoint's new Super-Stor



Combination Refrigerator is but one of Hotpoint's many outstanding achievements proving the realism of that statement.

If you are not already stocking, displaying and demonstrating the bigger, more complete Hotpoint line—if you are not cashing in on Hotpoint's leadership and nation-wide reputation—if you are not taking advantage of the more modern, faster-selling type of appliance franchise—the HOTPOINT Full-Line Franchise—you are undoubtedly losing sales that should be yours. For full details, see your Hotpoint Distributor.



#### **Super-Stor Combination Refrigerator**

To help make 1950 your greatest profit year, Hotpoint proudly presents its Super-Stor, the world's most convenient and complete combination refrigerator . . . one of the reasons why the Hotpoint Full-Line Franchise is so valuable. This engineering masterpiece, kitchen planned and expertly designed for greater utilization of storage space, is the talk of the industry. Hotpoint's famous **eight zone storage pattern** brings 72% of all storage space within Finger Tip Reach . . . a feature you can enthusiastically merchandise.

#### **Many Other Advancements**

Hotpoint's No-Defrost Refrigerator, Real Food Freezer, Door Shelves for small, hard-to-store items, Butter Conditioner with Spread Control and 49 other proved advancements add up to super-refrigeration in the modern Manor.

# Switch to Hotpoint!

for **YEAR 'ROUND** Profits!

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALS® • WATER HEATERS  
FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • ROTARY IRONERS • CABINETS

**Hotpoint** Inc.

(A General Electric Affiliate)

5600 West Taylor St., Chicago 44, Illinois

# Compensating Salesmen for Car Mileage

**The return of outside selling and a great increase in automobile operating costs re-poses an old problem. A salesman driving 18,000 miles a year should be paid \$1,058, says one expert. Another recommends a flat rate of seven cents a mile. Use their facts to tailor a system to your own business**

**O**N the eve of a return to outside selling in a big way, dealers are beginning to ask how to compensate salesmen for the use of their cars.

A salesman argues: "My old boat cost me \$800; a new one just like it will set me back \$1,800. Gasoline costs 26¢ a gallon against 17¢ in 1941, garage rent is doubled, just like everything else. I figure that if I got 5¢ a mile allowance in 1940, I should get 10¢ today." Our salesman friend declares that new car prices are up 100 percent, plus the necessity to turn in one's old automobile at a loss. Just for argument's sake he tosses his own records into the pot.

#### This Man Kept Records

On running costs alone in 1940 and 1941 he figured that it cost him \$0.0265 a mile to keep rolling. Not counted in was depreciation, or cost of garage. He went 16,980 miles those two years, spending \$193.75 for gasoline, \$16.47 for oil, \$88.27 for repairs, \$151.53 for miscellaneous—a total of \$450.06.

For 1947 and 1948 his running costs were \$0.0566 a mile. This gentleman went 17,181 miles, spent for gasoline \$303.82, oil \$16.49, repairs \$324.88, and miscellaneous \$326.51. Items like repair after collision occur, but these are things that happen in the life of every man who drives a car. The total paid out was \$970.70, and his slide rule indicates he spent \$0.0566 a mile for operation—more than twice the 1940 handout. Excluded again are garage and depreciation.

He did not include depreciation because the U. S. income tax figures depreciation at 25 percent a year. At this rate, the car has been entirely written off, although it is still going strong.

Most salesmen own their own cars, if the survey of the Rochester Sales Executives club is typical. It found that 69 percent did, 11 percent used company owned machines, 8 percent used both, and 12 percent had other arrangements. Some 47 percent were

reimbursed with a flat rate per mile, 10 percent had a variable rate on mileage, 17 percent enjoyed a daily, monthly or combination of time and mileage rate, and 26 percent were not directly reimbursed, which meant that it came out of their own pockets.

#### The Experts' Recommendation

Now, what do the experts think is a fair method of paying the salesman for the miles he travels in his car?

One of the national experts is R. E. Runzheimer & Co. of Chicago, research engineers. Taking a territory like metropolitan Chicago and figuring on the basis of a Chevrolet—the firm thinks salesmen should use popular priced cars, and pay the difference out of their own pocket if they want something bigger—based on an anticipated

annual mileage of up to 18,000 miles, this organization advances a recommendation which should fit many appliance salesmen. Incidentally, this figuring is based on a car giving 15 miles to the gallon, a gas price of 26.5¢, fire and theft insurance, \$21; \$50 deductible for collision, \$55; and public damage and public liability insurance of \$15,000 to \$30,000 costing \$77.74 per year. It allows \$11.20 for license and an annual depreciation of \$381.

On this basis, says Mr. Runzheimer, the driver is paid a monthly fixed allowance or an annual amount of \$545.94.

In addition, the salesman is also paid 2.85¢ on each reported business mile, or an annual amount on 18,000 business miles of \$513. These two items add up on 18,000 miles to \$1,058.94. If the

car is used for personal business also, the compensation is diminished in proportion.

Peterson, Howe and Heather, Baltimore, who provide and manage service for salesmen's fleets, declare that for a group of 125 Chevrolets, all of which were less than a year old, the operating cost per mile for the three months ending July 25, 1949, was as follows:

Gasoline	1.59¢ per mile
Oil changes	.10¢ per mile
Repairs and greasing	.23¢ per mile
Tires and tubes	.12¢ per mile
	2.4¢ per mile
Gasoline miles per gal.	16.3
Gasoline cost per gal.	25.9¢
Oil, miles per qt.	328
Oil cost per qt.	33.4¢

The California State Automobile Association recommends that on cars that run less than 1,000 miles per month, a flat rate of 7¢ per mile be paid to salesmen, or for cars that run more, a base rate of \$0.0325 per mile, plus fixed expenses.

#### When to Turn in Cars

That it probably is not smart to hang on to the old cars still running is evidenced by the policy of General Foods Corp., which disposes of its salesmen's cars after they run 40,000 miles, or every two years, whichever comes first.

With the growing supply of automobiles, the leased fleet idea is gaining acceptance, possibly because it eliminates the average salesman's beef, "I can't drive my car on that allowance."

Coming over the horizon is the possibility of a fleet plan, adapted to the needs of even the smallest dealer. Very popular with big corporations right after the war, it provided salesmen with the privilege of buying cars at a special rate, and this new concept will permit turning them in after a year's time, giving the man a new car, new tires, and low cost operation. *End*

## Car Operating Costs Have Gone Up

When you sit down to figure compensation for salesmen's car operating costs, remember that, like everything else, it costs more to run a car today than it did before the war. These figures from *Sales Management* show how much more:

**GASOLINE** has increased 46 percent.

**INSURANCE** has increased 77 percent.

**LICENSES** have increased 15 percent.

**FREIGHT** has increased 59 percent.

**FIXED COSTS** have increased 76 percent.

**NEW CAR PRICES** have increased 79 percent.

**VARIABLE COSTS** have increased 37 percent.

# **Magnavox**

the magnificent  
radio - phonograph - television



CONTEMPORARY FM radio, 3-speed record changer, \$869.50

## **Magnavox Positive Price Protection**

### **Safeguards Against Unfair Profit Cutting**

**D**EALERS enjoy television's brightest profit picture with Magnavox. For rigid enforcement of Magnavox prices, fair traded where permitted by law, assures rightful markups. Magnavox selects only a few dealers in each market, and they sell

Magnavox television-radio-phonographs on a direct-from-factory basis.

• You are cordially invited to visit the Magnavox Exhibit at the N.A.M.M. Convention  
The Palmer House, Chicago, Room 18  
July 10-14

**The Magnavox Company, Fort Wayne 4, Indiana**

**TOP SALES APPEAL..**

# Lamb Electric

MOTORS

Performance and appearance—the principal points of interest to your customers when buying motor-driven appliances—rate "tops" in devices powered with Lamb Electric Motors.

High sales appeal, resulting from these features, assures good turnover—one of the reasons why leading dealers the country over like to handle appliances motored by Lamb Electric.

THE LAMB ELECTRIC COMPANY  
KENT, OHIO

**Lamb Electric**  
SPECIAL APPLICATION  
FRACTIONAL HORSEPOWER MOTORS

## Appliances in the Magazines

### WOMEN'S SERVICE GROUP

#### Woman's Home Companion

"Everything Including the Kitchen Sink," by Bernice Strawn—July *Companion*—the automatic dishwasher and garbage disposer are featured. "Keep Cool"—includes a window type air conditioner, several types of fans, an ice cream freezer and a liquefier as cooling agents.

#### Good Housekeeping

"Anyone Can Make Wonderful Hamburgers—And Quick!"—July *Good Housekeeping*—new uses for waffle-grill combinations.

#### McCall's

"This Is How I Keep House," by Elizabeth Sweeney Herbert—July *McCall's*—No. 17 in a series. A washer and ironer, freezer, mixer and sandwich grill simplify housekeeping for one family at West Point.

#### Ladies Home Journal

"Pocketbook Special," by Gladys Taber—June *Journal*—small kitchens that fit into a reasonable budget can also be complete and labor saving.

#### Household

"You Asked! Your 1950 Refrigerator Answers," by Dahy B. Barnett—June *Household*—a pictorial review of the latest in 1950 refrigerators.

#### Parents

"Progressive Remodeling . . . Is Solving This Family's Problems"—July *Parents*—a Los Angeles family remodels one room at a time, starting with the kitchen. "Planned for Families With Children"—the kitchen-laundry is placed adjacent to multipurpose playroom where children at play can be supervised without interrupting kitchen chores.

#### Today's Woman

"Out of a Blender," by Ruth Gaffney—July *Today's Woman*—a spread of recipes using the blender. "Good Planning Equals Less Cooking"—June *Today's Woman*—a well-organized refrigerator simplifies hot-weather meal preparations.

#### True Story

"Shirley Loves Her Sandwich Grill," by Helen Budd—July *True Story*—care and use suggestions. "Planning a Picnic?" by Esther Foley—an ice cream freezer is featured.

### HOME SERVICE GROUP

#### House Beautiful

"Station Wagon Living Revolves Around the Kitchen," by Charlotte Conway—June *House Beautiful*—4 pages of modern kitchen arrangements.

"Take It Easy, Lady," by Charlotte Conway—thumbnail sketches of new electrical equipment.

### House & Garden

"Summer Cooking"—June *House & Garden*—a spread of electric housewares that help make summer living leisurely.

"Kitchen"—built-in cooking units, drawer refrigerator, counter-high laundry in a tiled service wing.

### FARM GROUP

#### Successful Farming

"Here's What Automatic Washers Offer You," by Jo Kelleher—the advantages of an automatic washer in review plus helpful data on how to use the machine to best advantage. "Ironing is Easier with 2-way Irons"—combination steam-or-dry irons save time, energy and temper.

#### Farm Journal

"How to Tailor Your Cupboards to Your Size," by Ella M. Cushman—June *Farm Journal*—work surfaces within easy reach save stretching and stooping that cause poor posture and fatigue.

"These are New for Freezing and Canning"—new freezer packaging materials.

### HOME ECONOMICS GROUP

#### What's New in Home Economics

"The Trend is Toward Livability in Kitchen and Laundry Planning" is the title of the June *What's New House and Equipment Section*, edited by Amber C. Ludwig. Articles contained in this section are titled: "A Family Activity Center"; "A Trend Toward More Color," by Effa Brown; "Convenience"; and "In Laundry Planning, The Trend is Toward the Kitchen."

#### Forecast

"The Human Side of Home Freezer Factors"—June *Forecast*—a reminder that in effective use of the freezer the woman is still the star performer.

### They're After Your Business

Skeptical about LP-gas competition?

Listen to what the LPG people themselves have to say about it. At their convention in May they pledged at least \$500,000 to carry on an advertising program. Speakers cited figures showing LPG production up 8.5 percent in 1949 over 1948 with a 12 percent increase in domestic consumption.

Outlining the market potential, one speaker said "There are 6½ million families in the United States using out-moded fuels who are potential customers for LP-gas. There are also some 6½ million families using electrical appliances whom you may consider potential customers for LP-gas if you have the proper sales optimism."

# "GOOD HOUSEKEEPING days at Treat's" step up traffic and sales

More than 150 ITEMS backed by the Guaranty Seal were the basis of a recent two-weeks GOOD HOUSEKEEPING promotion at the Treat Hardware Corporation, Lawrence, Mass.



"DEPENDABLE BUYING PROTECTION" was theme of ads run regularly in local newspapers. "Drew more traffic."



THE GUARANTY SEAL DOMINATED displays throughout the store.  
"Increased business during the period of the promotion."



PHOTOGRAPHS FROM THE INSTITUTE were featured in windows, with the Seal and covers of GOOD HOUSEKEEPING. "Enhanced our reputation for being a dependable buying headquarters."

## RESULT:

"The promotion was so worth while  
that we should like to run it again next year,  
and the year after that!"

*proof again*

**GOOD HOUSEKEEPING** sells goods

The Homemakers' Bureau of Standards  
57th Street at 8th Avenue, New York 19, N. Y.



Everyone knows—the product that has it, earns it!

TREAT HARDWARE CORPORATION  
GENERAL AND SPECIALTY  
HARDWARE AND MILL SUPPLIES  
LAWRENCE, MASS.

May 10, 1950

Miss Eleanor Poling,  
GOOD HOUSEKEEPING, 57th Street at 8th Avenue,  
New York 19, N. Y.

Our 1950 ENDORSEMENT promotion was so worth while that we would like to run it again next year, and the year after.

As you know it has always been our policy to since our first advertising in 1912, to offer only the finest quality products. When we launched our new line of housewares, we selected the finest closely. Our buyers now source from carefully selected suppliers. Our buyers now source from carefully selected suppliers. All of Treat's personnel were encouraged to participate in running "Good Housekeeping Days" the full year.

Our newspaper ads, windows, and all literature displayed in our stores and warehouses were modernized and are now more attractive. We have increased our store and inventory, the business having been part of the promotion. In addition, the department specifically concerned our reputation for being a dependable buying headquarters.

Thank you for your cooperation in helping us to bring times very truly,  
TREAT HARDWARE CORPORATION

J. E. Gould Hale  
President

GOOD HOUSEKEEPING Promotion Dept.  
57th St. at 8th Ave., New York 19, N. Y.

Please send me complete details on how I can set up a similar promotion in my store.

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

STORE NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ STATE \_\_\_\_\_

MORE THAN TEN MILLION WOMEN  
USE HOME PERMANENTS—  
THEY ALL NEED AND WANT

THE  
"Aristette"  
PROFESSIONAL TYPE  
**FAMILY HAIR DRYER**

HERE'S WHY  
IT'S THE GREATEST  
**VALUE!**

The "Aristette" is  
the ONLY Hair Dryer  
that dries the WHOLE  
HEAD at ONE TIME!  
Just what women want!  
It's CONVENIENT! User  
sits and relaxes because  
of the exclusive FLOOR  
STAND feature!

RETAILS AT ONLY

**\$19.95**

(Slightly  
Higher west  
of the  
Rockies)

**STANDARD  
DISCOUNTS**



• TESTED AND APPROVED BY  
UNDERWRITERS' LABORATORIES  
• GUARANTEED FOR ONE YEAR  
AGAINST DEFECTS IN  
MATERIALS OR WORKMANSHIP

All these Sell-on-Sight  
Features!

- User's Finger-Tip Control Switch regulates hot or cold.
- 3-ft. Cord makes it always accessible.
- Heavy Gauge Steel, Dent-Proof Hood, Baked-On Enamel Finish.
- Hood Tilts Up or Down. Gives you easy access — no bending! Stays in desired position.
- Automatic Self-Locking, Non-Tipping Steel Floor Stand. Folds compactly for storing.
- Faster . . . More Economical! Costs LESS to operate than most ordinary hand dryers.

Attention MANUFACTURERS'  
REPRESENTATIVES!  
**DISTRIBUTORS!**

There are some territories available. Write  
at once for complete information.

Order NOW Through Your Distributor!

**ARISTO MANUFACTURING CO.**  
331-19 W. Carroll Avenue  
Chicago 24, Illinois

Nashville Stages Its Electric Show



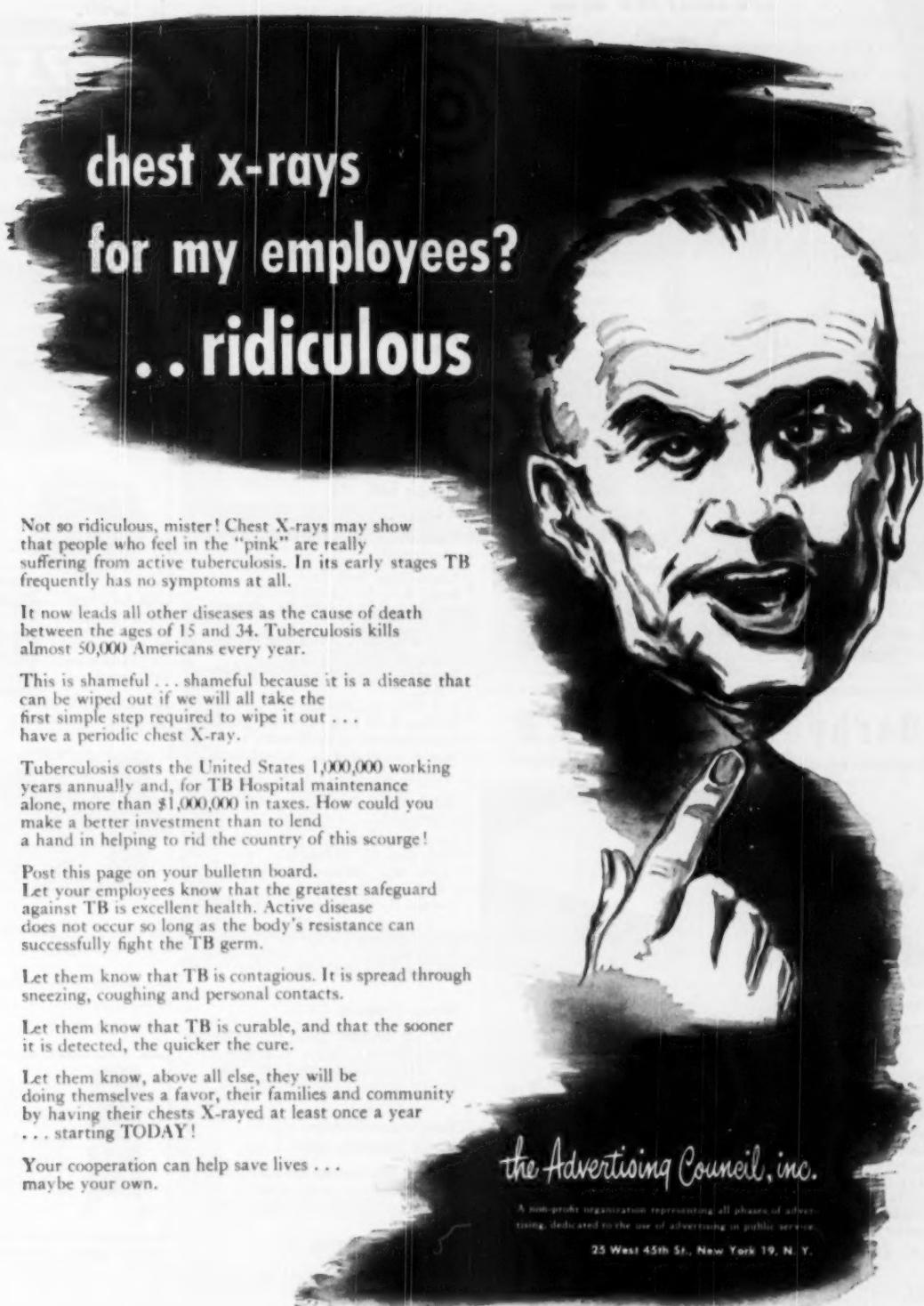
TELEVISION was the big attraction at the annual Nashville Electric Show in May. Authorities predict that 20,000 sets will be sold when WSM-TV goes on the air in September. Between acts (which included this hillbilly band) the cameras were used to televise the crowds.



LOOK, TALK, BUY was the pattern followed by show visitors as they visited the displays of 42 exhibitors. Over 84,000 attended the show, held in the administration building on the Nashville Fair Grounds.



LOOKING PLEASED over its handiwork, the show committee sits for its portrait. From left to right are Ray Beasley, R. R. Schwaeger, J. R. Andrews, chairman R. W. Shackelford, W. D. Hall, John McGregor and R. F. Linsert.



# chest x-rays for my employees? .. ridiculous

Not so ridiculous, mister! Chest X-rays may show that people who feel in the "pink" are really suffering from active tuberculosis. In its early stages TB frequently has no symptoms at all.

It now leads all other diseases as the cause of death between the ages of 15 and 34. Tuberculosis kills almost 50,000 Americans every year.

This is shameful . . . shameful because it is a disease that can be wiped out if we will all take the first simple step required to wipe it out . . . have a periodic chest X-ray.

Tuberculosis costs the United States 1,000,000 working years annually and, for TB Hospital maintenance alone, more than \$1,000,000 in taxes. How could you make a better investment than to lend a hand in helping to rid the country of this scourge!

Post this page on your bulletin board.  
Let your employees know that the greatest safeguard against TB is excellent health. Active disease does not occur so long as the body's resistance can successfully fight the TB germ.

Let them know that TB is contagious. It is spread through sneezing, coughing and personal contacts.

Let them know that TB is curable, and that the sooner it is detected, the quicker the cure.

Let them know, above all else, they will be doing themselves a favor, their families and community by having their chests X-rayed at least once a year . . . starting TODAY!

Your cooperation can help save lives . . . maybe your own.

*the Advertising Council, inc.*

A non-profit organization representing all phases of advertising, dedicated to the use of advertising in public service.

25 West 45th St., New York 19, N. Y.



## The Dorby INFRA-RED BROILER

THE OUTSTANDING BROILER VALUE ON THE MARKET TODAY!

TAKE ADVANTAGE  
OF THE NEW HOME  
TABLE BROILER MARKET

• Only the DORBY infra-red BROILER brings your customers all these outstanding values and advantages



LONG LIFE—CLEANLINESS & GLEAMING BEAUTY—using porcelain on steel and bright polished aluminum!

LARGEST BROILING SURFACE—9" x 12½" (112½ sq. in.) for the most delicious and uniform broiling!

SPECIAL COILED infra-red ELEMENTS—LARGEST—MOST EVEN—124 inches long and oversize for superfant heating—long life!

HIGHEST HEAT OUTPUT—UL APPROVED—for either AC or DC circuits—1600 watts—110-120 volts—eliminating smoke and odors!

UNIQUE MODERN DESIGN—heat and speed adjustments—easy to clean—tip proof broiler pan—food clearly visible—complete air circulation!

Write Today • DORBY Company, Mds. Mart., Chicago 54, Ill.

### RETAIL LIST

**\$19.95**

East of Rockies  
F.E.T. Incl.

DORBY COMPANY, Mds. Mart, Chicago 54, Ill.	
Please send me all the facts on the DORBY infra-red BROILER. I am a <input type="checkbox"/> Jobber <input type="checkbox"/> Dealer; my letterhead is attached.	
Name	Company
Address	City
State	Zone
* A Few Territories Open for Manufacturers Representatives	

## DISTRIBUTORS APPOINTED

### Thor Corp.

Kurtz Hardware Co., Des Moines, Iowa, has been named a distributor for Thor appliances.

### Hallicrafters Co.

Hopkins Distributing Co., Atlanta, Ga., has been appointed a distributor of Hallicrafter television sets.

### Stewart-Warner Corp.

Two new distributors have been appointed by Stewart-Warner Corp.

Pennsylvania Sales Co., Erie, Pa.  
Stewart-Warner Factory Branch, Chicago, Ill.

### Cory Corp.

Allied Electric, Pittsburgh, Pa., has been named a distributor of the Matic-Maid dishwasher.

### Hobart Mfg. Co.

Nine new distributors of the Kitchen-Aid dishwasher have been announced.

Careva Corp., York, Pa.  
Radio Motor Service, Altoona, Pa.  
Charles Bell Appliance Co., Allentown, Pa.  
Electric Appliance Distributors, Williamsport, Pa.  
Douglas Distributing Corp., Washington, D.C.  
R. F. Trent Co., Norfolk, Va.  
Southern Radio Corp., Charlotte, N.C.  
Dixie Appliance Corp., Roanoke, Va.  
Hopkins Distributing Co., Atlanta, Ga.

Six new distributors of the Kitchen-Aid mixer have also been announced.

Everybody's Supply Co., Philadelphia, Pa.  
Philip Cass Co., Philadelphia, Pa.  
Charles Bell Appliance Co., Allentown, Pa.  
Dauphin Electric Supply Co., Harrisburg, Pa.  
Electric Appliance Distributors, Williamsport, Pa.  
Radio Motor Service, Altoona, Pa.

### White Products Corp.

C. R. Rogers Corp., Pittsburgh, Pa., has been named a distributor for White automatic electric water heaters.

### Deepfreeze Division Motor Products Corp.

Boyd Distributing Co., Inc., Denver, Colo., has been made a distributor of Deepfreeze appliances.

### Gibson Refrigerator Co.

Two new distributors have been appointed by the Gibson Refrigerator Co.

Mytelka & Rose, Inc., Newark, N.J.  
J. J. Lukonish Co., San Francisco, Calif.

### Mitchell Mfg. Co.

Mytelka & Rose, Inc., Newark, N.J., have been made distributors of Mitchell room air conditioners.

**FASTER SALES!  
LARGER PROFITS!**  
with ...

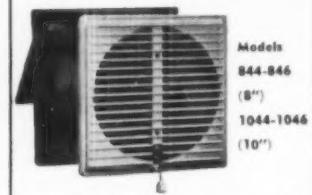
## FASCO AUTOMATIC KITCHEN VENTILATORS

• For CEILINGS and INSIDE WALLS



Mounts anywhere...  
in ceilings... or  
through cabinets...  
or in inside wall,  
directly above  
stove.

• FOR OUTSIDE WALLS...



Models  
844-846  
(8")  
1044-1046  
(10")

AUTOMATIC OUTSIDE WALL VENTILATOR

• Low cost! Quick, easy installation!  
Move more air for less money! Built to  
last a lifetime! And . . . THEY SELL!



DOUBLE YOUR SALES  
with FASCO'S new  
Active Ventilator  
Display Deal. FREE  
limited offer! Hurry!

WRITE, WIRE or PHONE for complete  
information. FASCO Industries, Inc., 15  
Union St., Rochester 2, N.Y. (Phone  
HAMilton 1800.)



## DISTRIBUTORS APPOINTED

### National Pressure Cooker Co.

Wayne Hardware Co., Fort Wayne, Ind., has been made a distributor of the "Presto" vapor steam iron.

### Midwest Mfg. Co. Div. Admiral Corp.

Two new distributors of Kitchen Kraft products have been appointed by Midwest Mfg. Co., a division of Admiral Corp.

Baldwin Hall Co., Inc., Syracuse, N. Y.  
A. J. Port Co., Inc., Albany, N. Y.

### Fowler Mfg. Co.

Three new distributors of Fowler water heaters have been announced by the Fowler Mfg. Co.

L & L Distributors, Tampa, Fla.  
Blue Grass Supply Co., Covington, Ky.  
Du Kone Supply Co., Pittsburgh, Pa.

### John Meek Industries, Inc.

Four new distributors have been appointed to handle Meek television.

Indiana TV Co., Indianapolis, Ind.  
Leader Television & Radio, Inc., Huntington, Ind.  
Morgan Radio Supply Co., New Haven, Conn.  
Meginniss Electric Corp., Albany, N. Y.

### Carrier Corp.

Standard Air & Lite Corp., Pittsburgh, Pa., has been appointed a distributor of Carrier room air conditioners.

### Conlon-Moore Corp.

Adco Co., Brooklyn, N. Y. has been appointed a distributor of Conlon-Moore products.

### United States Air Conditioning Corp.

Radio Electric Service Co. of Pennsylvania, Inc., Philadelphia, has been made a distributor of Magic Temp window air conditioning units.

### Coolerator Co.

Two new distributors have been named by the Coolerator Co.

V. J. McGranahan Distributing Co., Toledo, Ohio.  
Bison Electric Co., Inc., Buffalo, N. Y.

### General Electric Co.

Beacon Sales Co., New York, has been named a distributor of G-E fans.

### Tracy Mfg. Co.

Essay Distributors, Inc., Buffalo, N. Y. has been appointed a distributor by the Tracy Mfg. Co.

### Trav-ler Radio Corp.

L. W. Driscoll, Inc., Charlotte, N. C. has been named a distributor of Trav-ler television receivers.

# NOW...Perfection Ranges for all 3 fuels!

You get more sales and profits when you concentrate on one reliable line which includes ranges for all three fuels. By promoting one name, Perfection, you establish it with your store and reap the benefits that only a nationally-advertised, quality line can give you.



OIL

### World's leading oil range

Here's real sales ammunition! The intense heat of High-Power burners will perk a 6-cup pot of coffee in 6 to 8 minutes, starting with cold water . . . will change from searing heat to simmering in  $\frac{1}{2}$  second! Their 100% fuel consumption completely eliminates smoke, soot, odors and blackened pots and pans. And, in just 6 minutes, the oven heats to 400° with the "live", constantly-moving kind of heat that gives perfect results, always!



ELECTRIC

### The range of the extra features

Here's the wonderful, modern Perfection Electric Range that looks as impressive as fine silver and crystal . . . that gives you every selling convenience imaginable. Take these, for instance: seven-speed, life-time heating units; a deep-well that, when lifted, automatically raises the fourth surface unit; a huge, thermostat-controlled warming drawer and a fully-automatic, sparkling white oven that cleans as easily as the inside of a mixing bowl!



GAS

### The new, all-new range

Never before have you sold a range with such revolutionary features! Perfection's all-new Gas Range broils meat on both sides, evenly and quickly, without turning. The broiler becomes an extra heat-controlled small oven simply by pushing a lever. Its burners are as small and as easily washed as teacups. This amazing range gives you other exclusive selling features, too, such as an all-white oven with removable racks and rack guides!

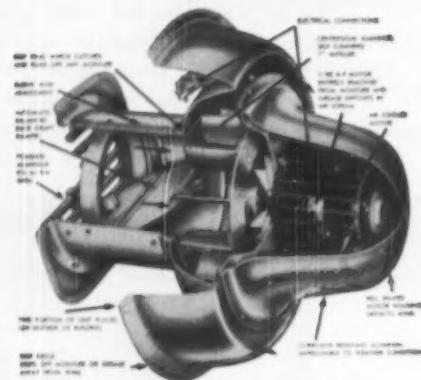


PERFECTION STOVE COMPANY  
ATLANTA • CHICAGO • CLEVELAND



7147-B Platt Avenue, Cleveland 4, Ohio  
JERSEY CITY • KANSAS CITY • OAKLAND • ST. PAUL

## THE Kitchen-Aire EXHAUST FAN Is DIFFERENT . . . !



Different, because it is FIRE-SAFE, grease laden air is NOT drawn over motor.  
Different, because intake grill may be mounted above cooking range even on inside wall.  
Different, because ordinary 6" stove pipe will serve for making connection between intake grill and exhaust fan.  
Different, because it is QUIET, operating mechanism is mounted OUTSIDE the wall.  
Different, because it is weatherproof, back draft damper protects against heat loss, operating mechanism is housed in corrosion-free aluminum.  
Yes, the Kitchen-Aire is different. It is electrically operated, can be installed anywhere in new or old houses, keeps kitchens cool and odorless, bathrooms and recreation rooms fresh and basements dry. Underwriters Approved. Advertised in Better Homes and Gardens. A last seller inquire today:

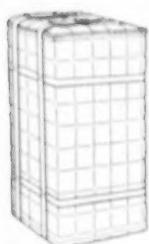
**STEWART MANUFACTURING COMPANY**  
3202 E. Washington Street      Indianapolis, Indiana



### *Slingabouts*

speed appliance handling, stop damage!"

says Roy Funderburgh, Allied Supply Co., Inc., Dayton, Ohio.



"All our appliance handling is safer, faster and cheaper since we've used Slingabouts," declares the assistant store manager of this mid-western appliance wholesaler.

Your appliances reach customers with fine finishes and delicate parts in perfect condition when Slingabouts' heavy jackets, thick padding and soft lining protect them. Rugged Slingabouts slip on and fasten quickly. A sturdy sling means fast, easy handling in trucks or narrow spaces. Slingabouts fit all major appliances.

Ask about Wrapabouts for TV sets.

**WEBB**  
SEND  
TODAY

WEBB MANUFACTURING CO., 2918 N. 6th St., Phila. 33, Pa.  
Send Slingabout prices for model # \_\_\_\_\_

Name _____	make _____	Check Appliance	Refrigerators Radio Range Washer Other (please specify)
Address _____	_____		
City _____	State _____		

## DISTRIBUTORS APPOINTED

### Horton Mfg. Co.

The following distributors have been announced by the Horton Mfg. Co.

Barber & Ross Co., Washington, D. C.  
Essex Distributing Corp., Newark, N. J.  
Feasie-Gaulbert Corp., Indianapolis, Ind.  
Feasie-Gaulbert Corp., Cincinnati, Ohio.  
Whitehall Distributors, Inc., Chicago, Ill.  
R. A. Miller Co., Detroit, Mich.  
Graham Elec. Supply Co., Inc., Atlanta, Ga.  
Wilbur H. Sage & Co., Moline, Ill.  
Honold & La Pape, Sheboygan, Wis.

### Westinghouse Electric Corp.

Capitol Wholesalers, Indianapolis, Ind., has been named a distributor of Westinghouse electric housewares and vacuum cleaners.

### A. J. Lindemann & Hoverson Co.

Schlatter Hardware Co., Inc., Fort Wayne, Ind., has been made a distributor for the Lindemann & Hoverson appliance line.

### Blackstone Corp.

Four new distributors of Blackstone home laundry equipment have been announced.

Duval Distributing Corp., Richmond, Va.  
Watts Hardware & Supply Co., San Antonio, Texas.  
Russom Gas Appliances, Fort Worth, Tex.  
Montana Gas Appliance Co., Billings, Mont.

### Steelman Phonograph & Radio Co., Inc.

The following distributors have been named to handle the Steelman line of electric phonographs.

Sutcliffe Co., Louisville, Ky.  
Hermitage Electric Supply Co., Nashville, Tenn.  
Glen Allen Supply Co., Memphis, Tenn.  
Wm. B. Allen Supply Co., New Orleans, La.  
Moore Bros. Co., Inc., Houston, Texas.  
Dobbs of Dallas, Dallas, Texas.  
Miller Jackson Co., Oklahoma City, Okla.  
Burns Distributing Co., Oklahoma City, Okla.  
Major Appliance Co., Omaha, Nebr.  
Lou Bonn Co., Minneapolis, Minn.  
Radio Trade Supply Co., Des Moines, Ia.  
Artophone Corp., St. Louis, Mo.  
Cardinal Electronics, New York, N. Y.  
Buhi Sons Co., Detroit, Mich.  
Kierluff & Co., Los Angeles, Calif.  
Radio Specialties Co., Los Angeles, Calif.  
Radio Television Supply Co., Los Angeles, Calif.

Universal Radio Supply, Los Angeles, Calif.  
O. B. Fawley Music Co., Morgantown, W. Va.  
Western Merchandise Distributing Co., Inc., Buffalo, N. Y.  
F & K Distributing Co., Albany, N. Y.  
L. L. Del Padre Assoc., Providence, R. I.

Six sales representatives for the Steelman line have also been announced.

J. H. Hocor, Seabright, N. J.  
C. H. Mitchell Co., Los Angeles, Calif.  
Jerry Kaufman Sales Agency, Pittsburgh, Pa.  
W. W. Goldman, Boston, Mass.  
Lou Selonick, New York, N. Y.  
L. O. Mindrum, Minneapolis, Minn.

## UNEXCELLED PACIFIC NORTHWEST FACILITIES FOR...

### • WAREHOUSING

### • SHIPPING

### • BILLING

### • TRUCKING

Excellent warehouse and service facilities in Seattle for eastern manufacturers who cover northwest or ship to Alaska. Five floors and basement with 25,000 square feet...located on track...low insurance rate. Can also handle sales in Oregon, Washington and far northwest.

For information

write to:

### Clarence E. Bullock Co.

Room 327, Weinberg Arcade  
Galesburg, Illinois

Other offices in  
Seattle, Wash. and  
Oakland, Calif.

## DISTRIBUTOR NEWS

### Hold Charlotte Show



**J. Y. PARKER**, sales manager for Walker Martin, Inc., shows a Sylvania TV set to L. B. Stanfield, left, Charlotte manager for the firm, and W. H. Harper, TV sales manager. Occasion was an open house in Charlotte celebrating introduction of the Sylvania line into the Carolinas by Walker Martin, Inc.

### Richardson-Wayland Opens New Office and Warehouse

Richardson - Wayland Electrical Corp., Roanoke, Va., staged a formal opening of its new main office and warehouse in late May. The firm was for 38 years a retail operation but in January became primarily a wholesale supply house.

### Graybar-Buffalo Opens Office and Warehouse

Graybar Electric Co. has opened a new and completely modern office and warehouse in Buffalo. The new building marks the beginning of Graybar's planned expansion in Buffalo, according to K. L. Thielscher, local manager. He called the program "evidence of the company's confidence in Buffalo's prospects for continued healthy industrial growth."

### Cleveland Firm Names Haas Sales Manager for Video

Walter J. Haas has been made sales manager of the television department of the Ramsey-Bennett Co., Cleveland. He was formerly with GESCO and prior to that was radio buyer at the Higbee Co., Cleveland.

### Kuscher Named to Post With Gross Distributors

J. J. Kuscher has been made special assistant to Benjamin Gross, president of Gross Distributors, Inc., New York. He was formerly vice-president and general sales manager for DeJur-Ansco Corp.

### Eastern Co. Concludes Bendix Sales Contest

The Eastern Co., Cambridge, Mass. distributor for Bendix home laundry equipment, has just concluded a sales contest on two Ben-

dix washers. Dealers received a "stock certificate" for each unit sold with the value of each certificate dependent upon the percentage of quota achieved in the contest.

### Graybar Names Prestien To Southwestern Post

Clint Prestien has been made manager of appliance promotion for the southwestern district of Graybar Electric Co. He joined the firm in 1947 and since January, 1948, has been appliance sales manager in the Fort Wayne house.

### Grimes and Lloyd Named To Texas Graybar Posts

E. A. Grimes has been made district appliance sales manager for the Gulf Coast district of Graybar Electric Co. and R. H. Lloyd has been named Houston appliance sales manager for the firm.

### Syracuse Distributor Opens Branch in Binghamton

City Electric Co., Inc., Syracuse, N. Y., has opened a branch in Binghamton, N. Y. Thomas F. Moulton will manage the Binghamton operation with Jay P. Kiem as his assistant.

### Klein Succeeds Chacona In G-E Appliances Post

Charles E. Klein has been appointed sales promotion and advertising manager of G-E Appliances, Inc., Pittsburgh, Pa. He succeeds Marcus Chacona who has joined an advertising agency.

### Graham Made General Manager For Maumee Sales, Ft. Wayne

N. M. Graham has been appointed general manager of Maumee Sales, Inc., Fort Wayne, Ind. For the past 15 years he has been a manager of Good Housekeeping shops.

### 110 Years Old



**FOUNDED** in 1840, the W. S. Donnan Co., Richmond, Va., this year observed its 110th anniversary. L. L. Estes of Landers, Frary & Clark lends Frank Connor, Donnan president, a hand with the birthday cake.

Meet your **BIGGEST** salesman  
Covers out-of-town customers  
with electricity  
like a local newspaper

The nation's largest farm magazine,  
the largest magazine of all  
where half the families  
of America live!

Manufacturer, salesman or dealer, you'll profit by knowing how many sales calls FARM JOURNAL makes where you want them made. Write us for valuable data about your own territory (State and County). Address: Farm Journal, Inc., Dept. E 3, Philadelphia 5, Pa.

# FIND

"We have been selling, through our appliance stores, Thermogray Electric Water Heaters for over twenty years. For the twenty-year period including 1948, we have sold 6,842 Thermogray heaters and during that time, according to our records, we have only replaced 257 tanks or 3.71% of the total."

*Utility Executive's letter available on request.*

## OUT about

### Thermogray

ELECTRIC WATER HEATERS

• Build your electric water heater sales during 1950 with Thermogray...the heater that offers the most water heater per dollar in America today...and has the Inside Story to prove it. Increase your profits in the water heater market with the full Thermogray line (40 to 140 gal.)...the heater which has been growing in popularity for more than a quarter century. Write, wire or phone.

THERMOGRAY COMPANY  
Jefferson, Iowa

## SELL THE BEST and sell more



HUSKY hand freezer  
2-, 4-, 6-quart sizes

**MR. DEALER:** Don't miss the boat by offering old-fashioned clumsy-looking and clumsy-operating ice cream freezers. Porter freezers are truly modern—strong, light-weight, efficient, easy to look at and easier to use. And only Porter freezers are backed with sales-getting dealer helps. Write for details.

DOLLY MADISON ELECTRIC Home appliance quality throughout. America's finest freezer-bar none. Available in 6-quart, 4-quart and the sensational 2-quart size. If your jobber can't supply, write the factory.

### ORDER NOW

**THE J. B. PORTER CORPORATION**  
America's Largest Manufacturers of Home  
Ice Cream Freezers—82 years Old  
304-5 BROADWAY • OTTAWA, ILLINOIS



## CRAWLS

On Roller Bearings

Up and Down Steps... Over Obstructions...  
Rolls Smoothly Over Flat Surfaces



## Escort HAND TRUCKS

- Patented Roller Bearing Crawler Tread
  - Sturdy Construction — Aluminum, Steel or Wood
  - Safety Straps
  - Patented Strap Tightener
- The Famous Crawler Tread  
A Movable Belt Over Ball Bearings



Model S-2-S-T

Never have you or your men experienced such complete utility with comfort as that offered by the Escort hand truck. No lifting...no fatigue. Carries a full load safely up and down steps, over obstructions. This truck simply crawls over on roller bearings.

Write for Catalog.

**Stevens Appliance Truck Co.**  
OLD SAVANNAH ROAD P. O. BOX 447  
AUGUSTA, GEORGIA

## DISTRIBUTOR NEWS

### Named Sales Manager



ROBERT C. PADGETT, JR., formerly with General Electric as northwest manager for its appliance and merchandise department, has been appointed sales manager of the appliance division of GESCO, Portland, Ore.

### Columbia Distributing Opens Seattle Building

Columbia Distributing Corp., of Seattle has opened its new showrooms and offices at 2606 Market St. Cost of the new plant exceeded \$100,000.

### Temple University Begins Dealer Training Course

A dealer sales training course has been begun by Temple University in cooperation with Supplee-Biddle-Steltz Co., Philadelphia distributor. Over 40 dealers and their salesmen attended the first session. The school consists of five three hour sessions. Instructors are provided by Temple's community college. The series is designed to provide the dealer with a better understanding of selling and merchandising.

### Edwards-Harris Appoints Shaw to Field Post

Clayton B. Shaw, formerly a television specialist with WESCO, has been named field representative for north Georgia by Edwards-Harris Co., Atlanta distributors.

### Reader's, Houston, Names Stewart to Sales Post

Carl Stewart has been made a sales representative for Fedders air conditioning equipment by Reader's Wholesale Distributors, Houston, Texas.

### Fretz Names Alexander To Handle Appliances

Jules Alexander, who until October of 1949 operated his own distributing agency in Harrisburg, Pa., has been appointed manager of the major appliances division of S. S. Fretz Co., Philadelphia. Prior to opening his own firm in 1943 Mr. Alexander had been sales manager for Peirce-Phelps.

Another  
PROFIT-MAKER  
For You  
**CONCO**  
heat

## The Sensational, New CONCO PORTABLE ELECTRIC RADIATOR



RETAILS  
Regularly at  
**\$22.95**  
4500 BTU

Provides quick,  
abundant heat where  
and when wanted!

### OUTSTANDING FEATURES

**SAFE** Underwriters' Approved. Uses no water, steam. Fully enclosed heating element. Even at full heat unit will not cause a serious burn if touched.

**FAST** Begins heating as soon as plugged in. Consumes 1320 watts, A. C. or D. C., emitting 4500 BTU's per hour, the equivalent of 18 1/4 sq. ft. of steam radiation.

**LIGHT** Weighs only 28 1/2 pounds. Easily portable, nicely balanced. Compact, size 23" x 7" x 19". Smartly styled.

**ECONOMICAL** Costs approximately 2 cents per hour to operate (average rates). Saves on regular fuel in spring, fall, through winter.

### 101 HOME USES

IDEAL in nursery, bath, on porch, in basement, bedrooms, laundry, playroom, cottages, workshop. RIGHT: Convenient carrying handle folds over to double as handy drying rack.



WRITE for complete information on  
this outstanding new product.

**CONCO ENGINEERING WORKS**  
Division of H. D. Conkey & Company  
Mendota, Illinois

AFFILIATES:  
CONCO MATERIALS HANDLING DIVISION  
Cranes — Hoists  
CONCO BUILDING PRODUCTS, INC.  
Brick — Tile — Stone

## DISTRIBUTOR NEWS

Create Successful Air Show



**EXECUTIVES** of J. N. Adam's, Buffalo department store, and Bickford Bros., appliance distributor in the area, huddle over plans for their highly successful quiz show "Cinderella Week-end", broadcast five times a week over WKBW, Buffalo. From left to right are John Kimberley, Richard H. Wolfe, and Tom Cockerell, all of the Adam's store, and Irving Nadrich, Bickford Bros.

### Teldisco Marks Growth At Building Opening

Teldisco, Inc., one of the youngest and most active distributorships in the country, opened new showrooms and offices in East Orange, N. J. recently. Organized in 1944, the firm delivered its first Du Mont TV receiver in late 1946. TV volume for 1946 was only \$10,000; in 1949 that figure had risen to \$10,000,000, which did not include sales of appliance lines which the firm also handles.

Teldisco in 1949 placed over 461,000 lines of advertising, excluding that placed locally by dealers, giving it what is believed to be a record lineage in the distribution field. The firm also engineered the largest time buy in TV history when WABD, New York, began daytime telecasting. The firm in cooperation with franchised dealers, purchased 44 quarter-hours per week for 13 weeks.

### Stanford Named Ad Manager For Kenrow, Inc., Atlanta

James E. Stanford has been named advertising and sales promotion manager for Kenrow, Inc., Atlanta, Ga. Mr. Stanford was formerly with the Atlanta Journal, most recently on the general advertising staff of the paper.

### Derbyshire, Adams Form Oakland Distributorship

W. E. Derbyshire and O. W. Adams, both formerly with Graybar, San Francisco, have formed their own wholesale-distributor business to be known as Derby-Adams, Inc., Oakland. Mr. Derbyshire had been department manager with Graybar for 17 years; Mr. Adams had been a salesman with Graybar.

### WESCO, Portland, Names Thompson to Sales Post

A. C. Thompson has been made branch appliance manager for WESCO, Portland, Ore. He replaces F. L. Meredith who has been promoted to district sales manager with headquarters in Seattle.

### Brown Named Ad Head For Du Mont Branch

Herbert E. Brown has been appointed advertising and sales promotion manager for the Du Mont New York factory distributor branch.

### Named Vice-President



**WILLIAM L. ROBERTS**, former assistant general manager of Shobe, Inc., Memphis wholesale distributorship, has been named vice-president of the firm. He joined Shobe in 1946, won the Memphis sales managers' award for the firm later that year, and was made assistant general manager in 1947.

## Here's the ORIGINAL METER Plan BANK



PROVED TO GIVE ALL THE BENEFITS OF METER SELLING... WITH NONE OF THE HEADACHES!

*Check these facts before you buy...*



**NOTHING ATTACHED . . . eliminates bothersome, costly installation and maintenance . . . retains good-will.**



**NO COLLECTION COSTS . . . YOU KEEP KEY — CUSTOMERS BRING THE METER BANK BACK TO YOU! One key opens all Meter Banks.**



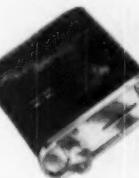
**CONVENIENT POCKET OR PURSE SIZE . . . not embarrassingly bulky or unwieldy.**



**COLORFUL, ATTRACTIVE . . . can, and should be prominently displayed in windows, on counters. Readily recognized as the authentic Meter Bank.**



**EASY TO USE—EASY TO EXPLAIN** —accurate recording device registers date as coins are inserted daily—nothing more! Customers quickly understand this never-miss-it way to pay.



**And best of all — NO EXORBITANT COSTS! The low cost of the Meter BANK will warrant your GIVING it to customers when payments are completed.**

### Look at these features!

- YOUR FIRM NAME, ADDRESS, etc., is imprinted on the Meter Bank to tie-in and identify this unique savings plan with your own store! Imprinting is optional, and supplied free on 125 or more. Lesser quantities imprinted at \$7.50 additional.

- Available with 25c or 10c slot in top. Although either amount must be inserted to keep calendar up-to-date, customers can be encouraged to drop larger coins and currency through auxiliary slot in bottom without changing date.

**Prove to yourself how profitable the low cost Meter Bank Plan can be. WRITE, WIRE OR PHONE FOR SAMPLE and merchandising Plan today!**



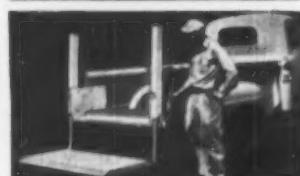
**YOUR ONLY COST!**

**BANTHRICO INDUSTRIES, INC.**  
17 N. Desplaines St., Chicago 6, Ill.

# New "Freight Elevator" Loads Trucks—Cuts Costs



## Anthony "LIFT-GATE" Now for $\frac{1}{2}$ & $\frac{3}{4}$ Ton Pick-up Trucks



- One Man Operation
- Lifts or Lowers Up to 800 Lbs.
- Speeds Deliveries & Pick-Ups
- Prevents Damage to Valuable Cargo
- Dramatizes Deliveries—Builds Business
- Simple—Fast—Efficient

Twin hydraulic cylinders attach directly to gate—no cables, chains or cranks. Operated by hydraulic pump driven by fan belt. Equipped with throatway clutch, pump runs only when needed. By-pass valve prevents "overloading." Single lever control raises, lowers, or holds gate at any elevation. Gate stops automatically at ground and floor levels. Safety hook locks gate up when not in use—cannot be lowered by pranksters or children at play. Self contained lift mechanism does not interfere with canopy top, sign panels, spare tire or bumper.

Amazing Low Price—Write for Complete Information.

**ANTHONY CO.**  
DEPT. 305  
STREATOR, ILL.



## Nationally Advertised **SILENT SIOUX**

SELLS BETTER

EASIER PROFITS

### GAS SPACE HEATERS

Silent Sioux dealers will have the biggest year yet . . . with the Silent Sioux "anniversary line" of gas space heaters. These heaters are the finest ever made. Some of their many features are . . . 100% safety shut-off and pilot . . . built-in draft diverter . . . burner easily accessible from front . . . A. G. A. approved . . . uses natural, manufactured or L.P. gas . . . and cabinets in beautiful "Chippendale" period design. Priced for any budget.

Special dealer helps . . . Point of Sale promotional material . . . National advertising . . . will help make this a profitable year for you IF you are a Silent Sioux Dealer.

Get acquainted with the Silent Sioux line today. Gas and Oil Space Heaters—Air-Conditioning Furnaces—Conversion Burner Units. Mail coupon for full information at no obligation.

\*\*\*\*\*  
Silent Sioux Oil Burner Corp.  
Dept. EM, 73 Orange City, Iowa  
Please send me full information about Silent Sioux heating equipment and exclusive dealer franchise.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

## LEAGUE ACTIVITIES

### Washington Institute Plugs Sale of Home Cooling Fans

The Electric Institute of Washington has been running a heavy promotional campaign on home cooling fans this summer. The Institute's television show, utility ads, spots on a radio show, mailing of 200,000 bill inserts and printing of attractive folders have been used to promote fans.

### Nebraska-Iowa Council Release New Plan Books

Promotion plan books on electric fans, ventilating equipment and food freezers have been distributed by the Nebraska-Iowa Electrical Council for use during June and July. They are the fifth and sixth books released by the group. Plan book four covering the period from May 15 to June 15 outlined promotion on electric ranges and roaster-ovens.

### Newspaper Joins League In Sponsoring Exhibit

The Electric Building at the 13th Allegheny County Fair, Pittsburgh, will be sponsored jointly by the Electric League of Western Pennsylvania and the Pittsburgh Press. The league's participation is handled by its appliance promotion committee under the chairmanship of Dick Sturgeon, Ludwig Hommel & Co. The fair will run from August 31 to September 4 this year.

### Alabama Furniture Group Opposes Utility Selling

A resolution opposing the sale of household appliances by public utilities was adopted unanimously by the Alabama Retail Furniture Assn. at its mid-May meeting in Mobile. The group heard W. E. Kimbrell of Charlotte, N. C., declare that too many houses are being equipped with appliances that should be sold by retailers.

### Delaware Dealers Sponsor Range Campaign in May

The Electrical Appliance Dealers of Delaware, Inc., in May sponsored a "new range parade" which was aimed at drawing well over 100,000 persons to cooperating dealers' stores. Newspaper ads, radio spots and direct mail were used to publicize the drive.

### California Bureau Plans Mid-century Exposition

The Northern California Electrical Bureau has scheduled "Electrical Wonderland—a mid-century exposition of electrical progress" for the week of September 23 to October 1. The show will be held in San Francisco's Civic Auditorium and will be managed by LeRoy Bennet, bureau manager. He will be assisted by Walter Abrams of Pacific Gas and Electric Co.

### Hellman Named President Of Los Angeles League

Willard F. Hellman has been re-elected president of the Electric League of Los Angeles. M. B. Sauer, Westinghouse Electric Supply Co., was named vice-president with How-

ard K. Burdick of the Los Angeles Dept. of Water & Power as secretary and D. C. Culbreath as treasurer.

### Booth Named to Head NARDA in Bakersfield

James Booth has been elected president of the Bakersfield chapter of the National Appliance & Radio Dealers Assn. Other 1950 officers include John Gray, vice-president and William Wyatt, secretary-treasurer.

### Washington League Hopes To Reduce Nuisance Calls

The Electric Institute of Washington has supplied consumer service cards to all TV members of the Institute in an effort to cut the number of "nuisance" calls for television service. The cards, to be given to present owners and new purchasers of TV sets, list seven points which should be checked before a serviceman is called.

### Dayton League Elects Gordon to Presidency

Charles Gordon has been elected president of the Dayton (Ohio) Gas and Electric League, succeeding Joseph Hinders. Other officers include William Swisher, first vice-president; K. George Brecht, second vice-president; Paul J. Flory, secretary-treasurer; and W. R. Wheatley, sergeant-at-arms. Directors are George Yelton, Robert Hollister, Jr., and Phil Gustafson.

### St. Petersburg Association Sponsors Freezer Parties

The St. Petersburg Electrical Dealers Association cooperated with the Florida Power Corp., Southern Dairies and Swift & Co. in staging a week-long freezer promotion in early May. The demonstrations were held twice a day. According to Pete Wilkes, president of the association, the week was highly successful from the dealers' point of view.

### Answer Man



**TWO STOCKHOLDERS** attending an open house at the General Electric Bridgeport plant in late May have their questions on G-E's new magnetic door refrigerator answered by C. R. Pritchard, manager of marketing.

## NEW LITERATURE

**"FRIGID"**  
GIVES  
YOU  
SALES  
APPEAL  
AT LOWER PRICES

**PEDESTAL FAN**  
A giant for moving air quietly and efficiently. All chrome. Has eye appeal.

**HASSOCK FAN**  
Sealed G.E. motor. Never needs oiling.

**Slimline WINDOW FAN**  
A slim, streamlined beauty. Rubber hub mountings. 3 quiet speeds.

**Adjustable WINDOW VENTILATOR**  
Low price—sturdy construction—makes for quick sales.

**ECONOMY MODEL ATTIC FAN**  
Outstanding performance rates this an exceptional value.

WRITE FOR CATALOG.

CIRCULATORS & DEVICES MFG. CORP.  
128-168 THIRTY SECOND STREET  
BROOKLYN 32, N.Y.

### The Emerson Electric Mfg. Co.

A new Emerson Electric home cooler fan catalog, illustrating and describing in detail their complete line of window and attic fans for 1950, is offered by The Emerson Electric Mfg. Co., St. Louis 21, Mo. This 12-page catalog contains information on selection and installation, dimensions, design and construction specifications, and performance data. Order Unit X6566.

### General Electric Co.

A new pocket-size booklet telling how to make use of the General Electric mixer has been prepared by the company's Consumer Institute. The 48-page booklet gives complete instructions for using the mixer and attachments, and has recipes for 50 dishes to be made with a mixer. Titled "Facts about Your G-E mixer", the booklet is available at 10¢ a copy, at Bridgeport, Conn.

A series of pictorial "Tele-Clues" to aid servicemen in localizing circuit defects within television sets are available free of charge through General Electric and Ken-Rad distributors. They are inserted in the bi-monthly publication "Techni-talk", which is published by the Tube Div. of General Electric at Schenectady, N.Y.

### Minnesota Mining & Mfg. Co.

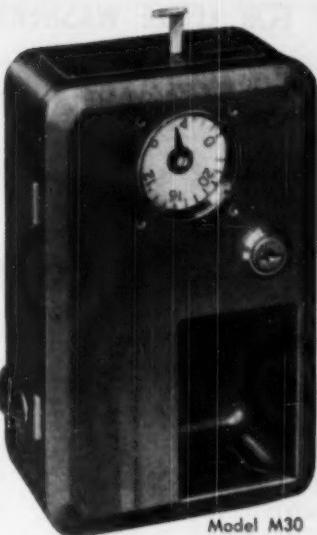
A glossary of terms used by tape recording technicians and customers has been announced by Minnesota Mining and Mfg. Co., St. Paul, maker of "Scotch" sound recording tape. The glossary, entitled "Time for Sound Talk," was offered free for use by retailers and salesmen in talking the language of tape recorder customers.

### National Adequate Wiring Bureau

A consumer booklet, "Do You Live in a Haunted House?" has been issued by the National Adequate Wiring Bureau, 155 E. 44th St., New York City. Designed for owners of old houses, it explains why lights blink, appliances are sluggish, fuses blow and circuit breakers trip; stresses that wiring can be modernized frequently without harm to wall finishes; urges consultation with an experienced electrical contractor. Another folder gives the complete adequate wiring story, explaining how to plan for the use and control of electric service to provide comfort, convenience and efficient operation of lighting and appliances.

### Westinghouse Electric Corp.

Twenty-one movie playlets of major appliances for use by retailers have been announced by the Westinghouse Electric Appliance Div., Mansfield, O. These films are designed for theatre advertising throughout the nation as part of regular theatre performances. One-third of each playlet is devoted to the local dealer's name, address and slogan.



# SELLS MORE

## REFRIGERATORS

### TELEVISION



## BANK-METER

ELIMINATES COLLECTION COSTS!

**FREE** 24-page meter sales plan manual and meter catalog. Just write to:

INTERNATIONAL REGISTER CO.  
2626 W. Washington Blvd.  
Dept. 750-S, Chicago 12, Illinois



## SOMETHING NEW IN MIXERS Champion WALL BRACKET MIXERS!

### Champion Jr.

Bracket Model WB-3

Revolutionary low-priced bracket model—ideal for small areas in homes. Silent motor—110/115 V., 60 cycles, A.C. Rotary on-off switch. Complete with glass container. Wt.: 4 lbs., 8 oz. Individually packed: 6 lbs./6 to master carton.

RETAIL PRICE

\$13.95

FIRST  
ON THE  
MARKET!



### Champion Mixer

MODEL K-4

Clean graceful lines and efficient operation. Non-breakable, cast aluminum stand with baked enamel plastic finish. Silent motor, 110/115 V., 60 cycles, A.C. Rotary on-off switch. Complete with glass container. Wt.: 7 lbs. Individually packed in cartons—9 lbs.

RETAIL PRICE

\$15.95

### Champion Jr.

Bracket Model WB-2

Exclusive Champion design enables drinks to be mixed directly in paper containers—without tearing rims! Ideal for small areas in stores and homes. Silent, air-cooled motor—110/115 V., 60 cycles, A.C. Toggle on-off switch. Complete with glass container. Wt.: 6 lbs., 8 oz. Individually packed: 8 lbs./6 to master carton.

RETAIL PRICE

\$19.95

We feature a complete line of bracket and pedestal mixers for the appliance store, hardware store, gift shop, department store, etc. Available through jobbers only. Order now for Christmas sales!

Premier Industries Corp.

37-12 35th Street • Long Island City 1, N.Y.

## BIG TIME FOR LITTLE WASHERS!

Now's the time for extra profits from these little washers with big washer performance. Vacationists . . . campers . . . trailerites . . . summer-struck housewives, all go for the 3-lb capacity Taylor Junior and 4-1/2-lb. Taylor Senior.



**TAYLOR SR.**

SINK-SIDE WASHER

**\$59.95**

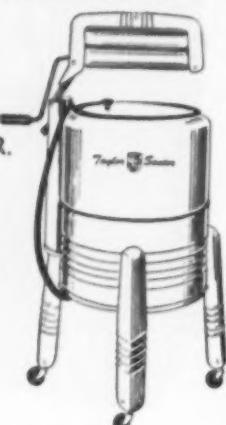
With WRINGER and DRAIN PUMP

**TAYLOR JR.**

PORTABLE ELECTRIC WASHER

**\$39.95**

Complete with WRINGER



## TAKE A PEEK AT THE PIER!

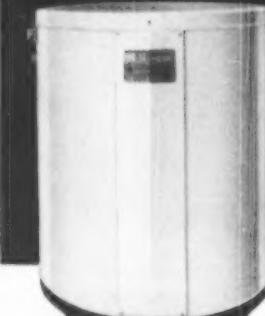
Stop by BOOTH 731 at the Atlantic City Housewares Show for a good look at Taylor Jr., Taylor Sr.—and the new 110-volt Taylor Summer Breeze Automatic Clothes Dryer.

### THE TAYLOR CORPORATION

Alliance

Ohio

DESIGNED TO SELL!  
NEW 20-GALLON  
**MODERN**  
AUTOMATIC ELECTRIC  
WATER HEATER



MODEL  
A-20

- Plug-in type - 115 v. AC
- Black heat band type surface element heat "scrubs" entire tank sidewall.
- Super sensitive snap action thermostat.
- Vapor seal heat lock blanket insulation.
- Table top convenience.
- Retail list \$75 F.O.B. factory.

Other models from 3 1/2 to 82 gallons.  
Also full line of water softeners.

#### MAIL COUPON FOR FULL DETAILS

**MODERN WATER EQUIPMENT CO., Dept. A**  
West Chicago, Illinois

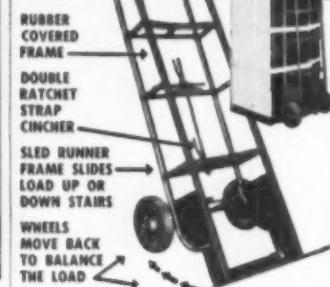
Send details on following model water heaters:  
 3 1/2 gal.    12 gal.    20 gal.    55 gal.    82 gal.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

**ONE MAN instead of two DELIVERS APPLIANCES\***



\*PAYS FOR ITSELF IN A WEEK because one man can handle appliances weighing up to 800 lbs. Wheels swing forward to slide truck under the appliance; swing back to center the load. Sled-runner frame slides up and down stairs, in or out of truck. Appliance is strapped on and cinched tight with ratchet cincher. Rubber pads protect appliance. Order yours today . . . only \$48.50

**COLSON EQUIPMENT & SUPPLY CO.**  
1317 Willow Street, Los Angeles 13, Calif.

**Easload  
APPLIANCE TRUCK**

## DEALER SALES HELPS



**FLEXIBLE FLOOR DISPLAY** designed around complete line of Deepfreeze appliances. Geoffrey A. Cook, Deepfreeze advertising manager, demonstrates to P. R. Lowcher how to change copy balloons to suit each appliance.



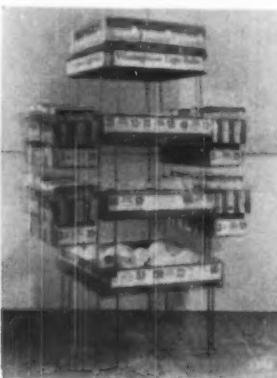
**UNIVERSAL STROKE-SAV-R** iron promotion offered dealers by Landers, Frary & Clark. Illuminated display with three flashers, demonstration table with specially designed man's handkerchief and ladies' handkerchiefs to be offered with each sale.



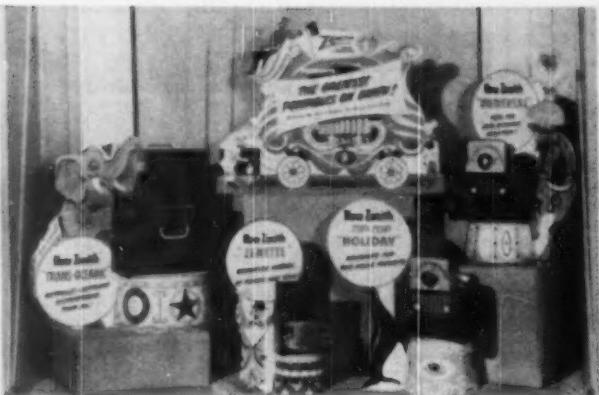
**COMPLETE CLOCK DEPARTMENT** in knotty pine cabinet offered retailers by Sessions Clock Co., Forestville, Conn. Occupies 8 sq. ft. of floor space. Indirect lighting, glass shelves and one central plug-in for lighting and demonstration.



**ILLUSTRATED EASEL PRESENTATION** offered to dealers by Amana Refrigeration, Inc. Selling message told by composite typical family's experience with an Amana freezer.



**PYRAMID BASKET**, Westinghouse merchandiser for light bulbs. Four baskets, complete with their own legs and made of heavy gauge steel wire, fit into each other for basic structure. Four more are attached to sides, each with dividers.



**CIRCUS PARADE** display, offered dealers by Zenith Radio Corp., consists of center-piece and four three-dimension displays to hold actual portable radios.



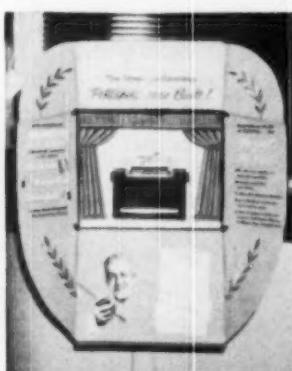
**GRASS SKIRT** of Hula dancer on this display card is kept in motion by Circulair fans. Offered free to dealers by Kisco Co., Inc., of St. Louis, Mo.



**2-IRON-IN-1**, General Electric's new steam iron, displayed by this new sign. Lights flash on and off to illustrate switching from steam to dry ironing.



**RUNNING WATER** is the "Heart of Today's Living" according to the slogan on this 7 x 10 ft. backdrop for exhibits at county fairs.



**SALESMAN'S CASE** when folded—features new portable Philco radio. Contains order blanks and sales story.

## **IMPORTANT PATENT NOTICE REGARDING MASTERCRAFTERS "SWINGING GIRL" AND "SWINGTIME" CLOCKS**

We are pleased to announce the issuance to us by the United States Patent Office, on May 9, 1950, of United States Letters Patent No. 2,507,026, under which our "SWINGING GIRL" and "SWINGTIME" Clocks are being manufactured and sold.

An infringing imitation of our patented "SWINGING GIRL" and "SWINGTIME" Clocks has been advertised and offered for sale on the market. Under the patent law, those who sell, as well as those who manufacture, articles that are covered by a patent are infringers and may be held liable for infringement of such patent.

This notice is to serve as a warning that it is our intention to vigorously prosecute all infringers, whether they be manufacturers, distributors, dealers or retailers.

**MASTERCRAFTERS CLOCK & RADIO COMPANY**

216 N. Clinton Street, CHICAGO 6, ILL.

## **What's so important about the FLAG LABEL?**

Wherever this small Flag Label appears on flexible cords used on electrical equipment, it signifies approval by Underwriters' Laboratories, Inc.

It tells the buyer instantly that the manufacturer has taken extra precautions to insure maximum safety in his product by equipping it with power supply cords which have been submitted to test and inspection . . . not only the cords themselves, but the plugs as well.

Whether you are a distributor or dealer you will find the Flag Label simplifies and speeds up selling both of individual cord sets and equipment furnished with inspected cords. It is an extra assurance of both quality and safety—two things electrical buyers are demanding more insistently this year than ever before.

**SAFE ELECTRICAL CORD COMMITTEE**  
155 East 44th Street, New York 17, N. Y.



Make sure the products you sell are equipped  
with safe electrical cords bearing the Flag Label.



Fast Delivery on  
**CORD SETS!**

from

**Columbia**

"The Home of Good Cord Sets"  
Whatever your need, "Columbia" can provide the quality and service.



**CORD SETS FOR:**

- \* Television
- \* Portable Tools
- \* Electrical Appliances
- \* Radios
- \* Clocks
- \* Refrigerators

"Columbia's" Cord Assemblies are made of the finest Underwriters Approved cord and plugs.

We stock U.L. appliance hookup wire from 22 to 16 Ga. for immediate delivery. 10 colors available.

**COLUMBIA WIRE & SUPPLY CO.**  
2850 Irving Park Road  
Chicago 18, Illinois

"National Distributors and Warehouse for Anacanda Densheathe Television and Radio Wire and Cables."

Modern Merchandise Displays  
Need LIGHTED MOTION!

KASSON Model "712"  
**Roto-Sho**  
ELECTRIC TURNTABLES

The ACTION  
Display-Way  
to Boost  
your Sales



MODEL "712" ROTO-SHO'S two-way, built-in electric outlet, permits novel, self-contained lighting effects by means of sliding contacts, as well as operation of electric devices while the turntable revolves three times a minute—lights turn with table! There's nothing like "712" to revolutionize your window, trim and stop passersby dead in their tracks. Sturdy-steel construction, guaranteed, it carries up to 200 lbs. 18" diameter table. Altogether height just 7". A.C. only.



For running displays, write TO-DAY for full information and our complete ROTO-PRODUCTS catalog

**GENERAL DIE AND STAMPING CO.**  
Dept. 65, 267 Matt St. • New York 12, N.Y.

This **MITCHELL**

*Room Air Conditioner*

is positively  
the top value  
in room air  
conditioners  
today—it  
out-performs and undersells  
anything on the market!

Quiet, easy to install, guaranteed for 5 years!

Backed up by powerful merchandising helps!

Makes money for its dealers, generates extra sales! Get  
complete details on valuable Mitchell dealership now!

*Mail Today!*

Mitchell Mfg. Co.  
2525 N. Clybourn Ave., Chicago 14, Ill.

Send me all the facts and quote me dealer prices  
on once on Mitchell Room Air Conditioners.

Dealer's Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

By \_\_\_\_\_

**MITCHELL**  
MANUFACTURING CO.  
2525 N. Clybourn Ave.  
Chicago 14, Ill.

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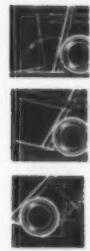
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Basis under load with minimum effort—100 degrees angle given right approach.  
Lift load only ½ inch for balanced rolling-away position, roll on ball bearings.  
Only 1" clearance between glider rail and the bottom when stair climbing.  
1" tubular steel frame, weighs only 50 lbs., provides maximum strength for 400 lbs. loads.

### GLEASON "5505" Appliance Handler is easier to use!



The right way to handle appliances is the easy way, with a Gleason "5505" Appliance Handler. Finger-tip balance under load, turns on a dime, big 10" ball bearing puncture-proof tire wheels. Heavy felt padded support plates, and safety webb straps. 23 feet of securely welded steel tubing... topped off with a beautiful white finish. Ask your jobber, or write the factory.

**GLEASON CORPORATION**

528-534 N. 9th St. Milwaukee 3, Wis.

DISTRIBUTORS A few select territories still open for service-minded distributors.

**ORDER BY MAIL AND SAVE!**  
**Eliminates Damages**  
**and Costly Claims**

**NEW HAVEN QUILT & PAD CO.**

**PADDED APPLIANCE COVERS**

**REFRIGERATOR COVER \$13.95**

Carrying harness  
Waterproof,  
padded. Adjustable  
to fit 4 to 10 cu. ft.  
boxes. Wraps  
around completely.



**WASHING MACHINE COVER**

**\$9.00**

Gives complete protection.  
Padded, waterproof.  
Height 49", diameter 31".

Covers for Automatic Washers... Only \$8 ea.



**GAS AND RANGE COVER**

**\$12.00**

Easy to slip on  
and remove.  
Fits over back  
guard, too.  
Width 42",  
depth 28",  
height 42".



**NEW HAVEN QUILT & PAD CO.**  
A Division of New Haven Pad Manufacturing Co.  
82-84 Franklin St., New Haven 11, Conn.

## WE CAN SELL ANOTHER ITEM DOOR TO DOOR

Highly successful, financially sound organization, now marketing specialty product through direct-to-user salesmen on country-wide scale, is ready to take on National distribution of another item or line.

If you have a good item or line which can be sold through house-to-house demonstration, please give full particulars. References exchanged. All information confidential.

RA-6774, Electrical Merchandising  
520 N. Michigan Ave., Chicago 11, Ill.

**in CORDial agreement...**

Your customers will get along like newyweds with their electrical appliances, if the cord sets are CORNISH... the sure guarantee of perfect contact and long wear... the happy farewell to CORDELLERIA!



**CORNISH**  
**CORDS and CORD SETS**

APPROVED BY UNDERWRITERS LABORATORIES

Selected by leading manufacturers  
why not by YOU?

A full line of Flexible  
Cords for the Repair and  
Service industry,  
obtainable through  
Jobbers and Distributors

**CORNISH WIRE COMPANY, INC.**  
15 Park Row, New York 7, N.Y.



FRANCES ARMIN



CONSUELO KELLY

### Round Table Elects National Officers

Frances Armin of the National Adequate Wiring Bureau was elected national president of the Electrical Women's Round Table at the group's annual business meeting on June 13, at the Woman's Republican Club, 3 W. 51st St. Other officers who were elected for the 1950-51 season are Consuelo Kelly of General Electric Appliances, Inc., in Philadelphia, as vice-president; Ruthanna Russell, editor of *Practical Home Economics*, as secretary; and Betty G. Wadsworth of *Woman's Home Companion* as treasurer.

Elected to the board of directors for three-year terms were Elizabeth Palmer, Danforth & Co., Pittsburgh, Pa.; Yvonne Adams, Union Electric Co. of Missouri; and Selma Andrews of Hotpoint, Inc. in Chicago.

Just prior to the national business meeting, the New York chapter of the Electrical Women's Round Table held its annual business meeting. Grace Delbig, eastern home economics director of the Westinghouse Home Institute, was elected chairman for the coming year. Helen Thackeray of General Foods Corp. vice-chairman, Eleanor B. Cook of *McCall's* secretary, and Betty G. Wadsworth treasurer.

## Burpee ANNOUNCES AMERICA'S FINEST



**AUTOMATIC-ELECTRIC With Thermostatic Control**



**IT'S ROUND SEAMLESS!**  
**SHATTER-PROOF COVER!**  
**AUTOMATIC PILOT LIGHT!**

**Only Burpee Offers All New Sales Producing Features**



It's round, easy to clean; spatter-proof cover permits frying with lid on; self-draining basket; satin-finish cooking well, mirror polish surface of seamless heavy plate aluminum does not collect gum like ordinary cast metal; adjustable thermostat, full-view pilot light for automatic frying; no cool spots, yet oil cannot overheat; removable Chromalox element. Comparison proves—Burpee is America's Finest.

Dealers! Write for Details.



Dealers! Write for Details.

**VISIT THE BURPEE EXHIBIT AT BOOTH**

**#1328-30**

**See the Complete Burpee Line**

**THE BURPEE CO. BARRINGTON, ILL.**

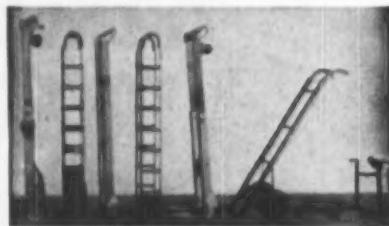
THE  
**MERCHANDISING**  
**SUPPLEMENT**  
*Products • Services*



**Tough jobs MADE EASY  
WITH THE NEW  
YEATS APPLIANCE DOLLY**

You'll have no worries about second story deliveries when you use the dolly with the Step Glide. Climb those steps with less effort, in less time, and with more safety. The 56" tall aluminum frame has curved cross members for round appliances, straight slide on back for quick, easy loading, and a felt padded front. YEATS IS THE ONLY DOLLY WITH PATENTED STRAP RATCHET. Write for full information.

YEATS APPLIANCE DOLLY SALES CO.  
2124 North 12 Street Milwaukee 3, Wis.



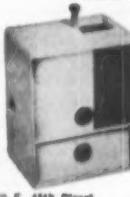
KEEN MFG. CO. 505 DOGWOOD, HARLINGEN, TEXAS

**WRITE FOR CATALOGUE**

Lightest, easiest, stairway ENDLESS BELT MOVER manufactured! Adjustable for height; a two or four wheel dolly for all appliance moving. Patented leverage strap tightener. For rural delivery with straight stairways, no turns, we have an excellent mover with large pneumatic wheels. Your money back guarantee.

**COIN METERS**

*Add Profits*



Ball coin-operated laundry equipment today.

Trailer Parks  
Schools  
Clubs  
Apartment Houses  
Housing Projects

BORG has a coin meter for every purpose. Write today.

Wm. J. Doherty  
Inc.  
New York 17, N. Y.

**WESTWARD**  
**WASHING MACHINE CO.**  
*Manufacturers of Parts*

7400 St. Louis Detroit 11, Mich.

**FREE** Our 482-page **FREE** Catalog of **FREE** Washing Machine & Vacuum Cleaner Parts. Save money by ordering all your supplies from one dependable source.

Quality, Service, Low Prices  
MIDWEST APPLIANCE PARTS CO.  
3845-51 W. Fullerton Ave., Chicago 47, Illinois

**SEARCHLIGHT SECTION**

SELLING  
EMPLOYMENT

"OPPORTUNITIES"

MERCHANDISE  
BUSINESS

RATES: \$1.20 a line, minimum 4 lines. To figure advance payment, count 4 average words as a line. INDIVIDUAL EMPLOYMENT WANTED: \$1.20 a line, minimum 4 lines. BOX NUMBERS—Care of publication, New York, Chicago or San Francisco Office, count as 1 line. DISCOUNT of 10% if full payment is made in advance for 4 consecutive insertions.

**DISTRICT FIELD MANAGER**

Nationally known AAA concern seeks men experienced in establishment of franchise distributors on exclusive patented major heavy household appliance, for territory East of Buffalo, and the East Coast. QUALIFICATION: Proven ability in establishment and organizing of major household appliance distributors and dealers such as refrigerators, radios, washing machines, etc. Proven record of earnings. Reference as to character and ability from past employers and distributors; territory covered.

For individual meeting these precise qualifications and who can supply the proof, a very unusual opportunity exists. Give complete history and information in reply. All information held confidential until after personal interview. Our organization knows of this ad.

F-6918, Electrical Merchandising  
220 W. 42nd St., New York 18, N. Y.

American Citizens proceeding East to California to engage in business of American Products would like to act as MANUFACTURER'S REPRESENTATIVE or have sole agency for all types of electrical appliances.

RA-6955, Electrical Merchandising  
329 N. Michigan Ave., Chicago 11, Ill.

FACTORY REPRESENTATIVES to sell famous Kit Cat Clocks. An electrical clock with moving eyes and wagging tail, guaranteed self-starting motion without winding, and with new model. Now in mass production due to popular demand! For gifts, kiddies, kitchens, party rooms, etc. Retail at \$12.45. Several choice exclusive territories available for sales to Dealers and Jobbers. Give full details in first letter. Full details in first letter. Allied Manufacturing Co., 417 S. W. 12th Ave., Portland 9, Oregon.

**SELLING OPPORTUNITIES OFFERED**

ELECTRICAL COOKING Appliances. High quality product. Advertised. Give lines now handled. Grant Sales Company, 512 Main Street, East Orange, N. J.

FACTORY REPRESENTATIVES to sell famous Kit Cat Clocks. An electrical clock with moving eyes and wagging tail, guaranteed self-starting motion without winding, and with new model. Now in mass production due to popular demand! For gifts, kiddies, kitchens, party rooms, etc. Retail at \$12.45. Several choice exclusive territories available for sales to Dealers and Jobbers. Give full details in first letter. Full details in first letter. Allied Manufacturing Co., 417 S. W. 12th Ave., Portland 9, Oregon.

REPLIES (Box No. 1) Address to office nearest you  
NEW YORK 100-120 W. 42nd St.  
CHICAGO 220 N. Michigan Ave. (11)  
SAN FRANCISCO 68 Post St. (4)

**• APPLIANCES**

**• EQUIPMENT**

**• PARTS**

**• SPECIALTIES**

**• TOOLS**

**• MATERIALS**

**• ACCESSORIES**

**• INSTRUCTION**

**• REPAIRS**

**FOR MORE SALES — FOR MORE PROFITS**

**UNDISPLAYED RATE:**

\$1.50 a line an insertion. Minimum \$4.00. (First line small black face type.) Fractional line counts as line. 10% Discount if full advance payment is made for 4 consecutive insertions.

**DISPLAYED RATE:**

\$17.20 per inch per insertion. Contract rate on request. (An advertisement inch is measured vertically  $\frac{1}{4}$ " on one column. There are 4 columns—48 inches to a page.)

**NEW . . . LIGHTWEIGHT . . . UNBREAKABLE . . . REALISTIC  
DISPLAY FOODS moulded of hard rubber**



Appetizing sales-appeal moulded direct from real models by famous

**OLD KING COLE  
DISPLAYS, INC.**

Canton 2, Ohio  
America's #1 manufacturer of sculptured displays and product demonstrators. THIS 76 PC. REFRIGERATOR SET COSTS \$27.50. STOVE, DEEP-FREEZE SETS ALSO AVAILABLE. WRITE FOR PICTURES, PRICES.

**HAND TRUCKS**

*For Delivering . . .*



WRITE FOR COMPLETE CATALOG

**MOELLENBROCK & WILKIE MFG. CO.**  
WASHINGTON, MO.

**• REFRIGERATORS**

**• RANGES**

**• WATER HEATERS**

**LOVELL WRINGER ROLLS**

Factory Machined Rolls Save Time  
WASHER AND IRONER PARTS  
IRONER PADS AND COVERS  
ALL SIZES FOR ALL MAKES

**OHIO WASHER COMPANY**  
1223 Superior Ave., Cleveland 14, Ohio

**DON'T TAKE CHANCES - PLAY SAFE!**

Protect valuable furniture and equipment with WIZARD PADS. MISPRINT MULTI-COLOR FURNITURE PADS, 72" x 80" — cut size, \$40.00 doz. MISPRINT MULTI-COLOR FURNITURE PADS, 72" x 80" — cut size, \$38.50 doz.

Write for Catalog and Furniture Repair Guide.

**ELKAY PRODUCTS CO.**  
323 West 10th St., Dept. C, New York 11, N. Y.

**HEATING ELEMENTS**

Appliance Parts Jobbers, write for list of stock items. EXACT FIT and wattage for several standard makes of flatirons. Units made to specification or from sample.

**H. & H. ELECTRIC MFG. CO.**  
1424 Alc. Ave., Bessemer, Ala.

DISPLAYED INDIVIDUAL SPACES with border rules for prominent display of advertisements. The advertising rate is \$10.25 per inch per advertising appearing on other than a contract basis. Minimum required is one insertion. AN ADVERTISING INCH is measured  $\frac{1}{4}$ " vertically on a column—4 columns—48 inches to a page.

**AGITATOR**

**REPAIR**  
We Re-spring ABC, Westinghouse, Automatic, Crosley, Bee Van, Fairbanks-Morse, Easy, Morton, Whirlpool, Speed Queen, Maytag. Send us your agitator for prompt repair and replacement. Free price list.

**GENERAL WASHER SERVICE**  
MAYVILLE, MICHIGAN

**SELLING OPPORTUNITY OFFERED**

EXPERIENCED ELECTRIC supply and fixture inside salesmen. Good opportunity with fast growing wholesale firm in Houston, Texas. Give all information in first letter. References required. SW-6727. Electrical Merchandising.

**SELLING OPPORTUNITIES WANTED**

MFR'S AGENT selling just one top Electrical line for leading manufacturer in Wisconsin and Minnesota. A definite market in Industrial, Commercial, Hardware, Jobbers and Department Store and Industrial Accounts. Will build volume with present customers and will add new customers for reliable manufacturer seeking to expand distribution through these channels for moderate supply or appliance items. RA-2281. Electrical Merchandising.

MFG. REP. covering Minn., W. Wisc., Dakota, desires a line of Television, Radio or companion line. RA-6320. Electrical Merchandising.

**WE BUY**

Closets, job lots, surplus stocks, hardware, hand tools, automotive supplies, appliances, sporting goods and cutlery.

**TANROSS SUPPLY CO.**  
80 Washington St., Dept. D  
Boston 8, Mass.—Lafayette 3-7622

**SELLING OPPORTUNITIES WANTED**

MANUFACTURER'S REPRESENTATIVE desires additional electrical and appliance lines. Can offer comprehensive coverage in southeastern Virginia, southeastern Kentucky and Tennessee. We have a well organized sales force with an excellent following. Address reply to RA-6302. Electrical Merchandising.

E.E.—Recent Grad—Desires position as junior sales engineer in east, midwest, some sales experience. SA-6342. Electrical Merchandising.

**BUSINESS OPPORTUNITY**

Electrical appliance and contracting business with repair shop and radio shop included. Our franchises include major lines. We have the best representation in the field. Good floor planning for major appliances already established. Reason for selling, we are going to retire. BO-6764. Electrical Merchandising.

## SEE NO EVIL



It is evil to gloat upon man's errors. But only a monkey blinds his eyes to the evils man suffers. We must open our eyes to the facts of cancer in order to defend ourselves against this dreaded scourge. For humanity's sake — and our own preservation — we must support the crusade against this mortal enemy of man.

**GIVE TO  
CONQUER CANCER**  
**AMERICAN  
CANCER  
SOCIETY**

## AIR-FLO MODEL A-555

AUTOMATIC SHUTTER  
WEATHER-SEALED



FRONT VIEW--CLOSED

### It Leads the Field In Features

There is every reason why you should use AIR-FLO shutters on your jobs. Heavy reinforcement strip adds strength and long life to the louvers. Counterbalanced operation assures perfect counterbalance, prevents rattling. Aluminum louvers open fully, permitting capacity for operation. Deep shroud protects shutter from high winds. Tie-rod, brackets and bearings inside frame, not exposed to weather. Special finish resists corrosion. Many other features. Write for illustrated catalog 43-A of the complete AIR-FLO line.

### AIR CONDITIONING PRODUCTS CO.

2340 West Lafayette Blvd.  
DETROIT 16, MICHIGAN

## MANUFACTURERS' AGENTS Are You... LOOKING FOR NEW LINES?

Frequently ELECTRICAL MERCHANDISING receives requests from manufacturers who are looking for representation in your territory. The products might range from electric housewares to refrigerators or laundry equipment to ventilation equipment which appliance—radio—television dealers sell. If you would like us to suggest your name when we receive such requests, will you please supply us with the following information.

TEAR OFF HERE

NAME .....

ADDRESS ..... CITY ..... STATE .....

Products you now handle

Product

Manufacturer

Types of products you would like to handle?

Territory covered \_\_\_\_\_

How many salesmen do you have? \_\_\_\_\_

**ELECTRICAL MERCHANDISING**  
330 W. 42nd Street New York 18, N.Y.

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## THE COMPLETE LINE FOR THE TRADE

100% AMERICAN MADE  
UNDERWRITERS APPROVED

BUY FROM YOUR  
JOBBER AND ASK  
FOR "POLLY"

Catalog  
and Prices  
on Request

"POLLY  
CHRISTMAS  
Tree  
Lites

-They're Best!  
We Cater to the Wholesaler

**LEO POLLOCK CO.**  
Mrs.  
NEW YORK 13

to readers of  
ELECTRICAL  
MERCHANDISING:



WAHL  
Silent  
Hair Dryer  
\$9.75

You can benefit  
from this  
money-making

**Offer!**



WAHL  
Hair Clippers  
\$9.75

Fill in coupon below  
and find out how WAHL

Clippers, Dryers and  
Vibrators can bring ex-  
tra profits your way.

Act now!



WAHL  
"Hand-E"  
Vibrator  
\$6.50

WAHL Clipper Corporation  
Dept. EM7  
Sterling, Illinois

Gentlemen:  
Kindly forward full details without obli-  
gation.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## EDITORIAL

# Time to Defrost

THE mounting agitation in the press and within the radio and television industry for a "thaw" in the year-and-a-half-old "freeze" applied by the F. C. C. to new television station construction, brings us to this brief consideration of the matter. Obviously, considered solely as an arbitrary bureaucratic ruling, which is working hardship on manufacturers of both broadcasting and receiving equipment, distributors and dealers, to say nothing of the millions of consumers denied the benefits of television, the freeze would have no justification whatsoever. But a close study of the problems confronting the commission and their acknowledgement of the difficulties they are encountering make snap judgments of little use.

Mr. Wayne Coy, the commission's Chairman, made a speech recently before the Portland (Oregon) City Club and the Denver Rocky Mountain Council, both of which cities have no television service at present, and said in his preliminary remarks that:

"The reasons for the continued freeze on the construction of new television stations are not too difficult to understand. All you have to do is to understand the implications and relationships of a few simple things, as for example, tropospheric phenomena, compatibility, incompatibility, dot interlace, line interlace, color break-up, threshold flicker, iso service contours, median field intensities, signals in decibels, equatorial planes, time fading factors and vestigial sideband transmission."

In this welter of words lie many of the technical problems confronting the commission's attempt to create an efficient groundwork for nationwide television facilities.

As most people know, 104 stations are on the air at present and five more are reaching completion. They operate in the 300 mc band allocated in twelve channels on the Very High Frequencies or VHF. Some 645 new stations are possible, engineer-wise, in the VHF. In addition, the commission set aside the 480-920 mc band on the Ultra High Frequencies, or UHF, for television experimental and color work. The agitation today is to employ this UHF band for more television channels. The commission rejected color in 1947 because the systems demonstrated needed channels 12 to 16 mc wide. Today, however, technical advances in color have squeezed it into 6-mc bands or the same required for black and white TV. The commission knows that 42 of these 6-mc channels in the UHF band would make possible 1600 additional metropolitan broadcasting stations which, together with another

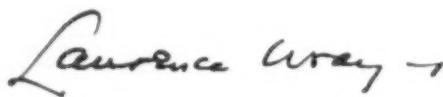
possible 645 stations in the VHF band, would mean a total of 2,245 new stations in 1400 separate communities. Obviously, the twelve million people being served by existing television broadcast facilities would be augmented to some twenty or thirty million people in the future.

We are in entire sympathy with the complexity of the technical problems confronting the F. C. C. We believe that accusing the commission of mere bureaucratic fumbling, demanding that the freeze be lifted immediately, would not be good for all concerned—manufacturers, the distributing trades or the consumer. We do believe, however, that the commission might see its way clear to achieve a partial "defrosting" of the freeze by (1) bypassing color television in the meantime and (2) allocating such bands as are necessary to serve communities which at present have no television broadcast facilities.

You can't overlook the fact that the present freeze is having a strangulating effect on the entire growth and spread of the television art. This is resulting in an over-supply of merchandise in areas already well served with two or more stations and a virtual drought business-wise in hundreds of metropolitan market areas thirsting for this important new business.

Mr. Coy has indicated that he has hopes of the freeze being lifted "early in 1951". Industry leaders believe even this estimate is optimistic. Hundreds of applications are pending before the commission and the freeze has even been applied to future applications. Even with the freeze lifted in its entirety, processing of the applications and construction of the facilities would mean a delay of some two or three years in their being made commercially available. Would it not be simpler to permit a sufficient number of present applications to proceed in those areas where no service is at present available? These include such important cities as Denver, Portland, Hartford, Youngstown, Wichita, Flint, Springfield (Mass.), Chattanooga, Scranton, Tacoma, El Paso, Spokane, South Bend, Ft. Wayne, Knoxville, Tampa, Sacramento, Peoria, Allentown, Duluth and Saginaw.

We don't need a complete thaw. Just a little defrosting.



EDITOR

# MAKE YOUR SALES TALK A DOUBLE-HEADER

## 1. LOVELL LEADS FOR WHAT IT DOES!

### TWO EXCLUSIVE FEATURES

**PULL AND IT STOPS!** A slight instinctive *pull* stops the rolls instantly! The new Lovell "77" wringer gives *safety without stopping to think!*

**PUSH AND IT SWINGS!** All it takes to swing the Lovell "77" from one operating position to the next is a gentle *push!* Saves time — no release lever to grope for! You'll find the "77" on top models of America's leading washers!

### PLUS ALL THESE OTHER FEATURES, TOO:

**GENTLE:** Resilient Lovell rolls won't break buttons, jam zippers.

**GETS CLOTHES CLEANER!** Pressure cleansing means whiter washes.

**DOES HEAVY LIFTING!** Conveyor action does 90% of lifting.

**FAST!** While first load rinses the second can be washing!

YOU CAN ARGUE ALL AFTERNOON over which of these two Lovell sales talks gives you the better "selling average". But we're not throwing you a curve when we tell you that even a rookie salesman looks like a major leaguer when he uses *both* sales talks *together*. Step into the pitch with the performance story (1). Then take a cut at the construction story (2). Brother, how you'll score — lock, stock, and Lovell!

## 2. LOVELL LEADS FOR HOW IT'S BUILT!

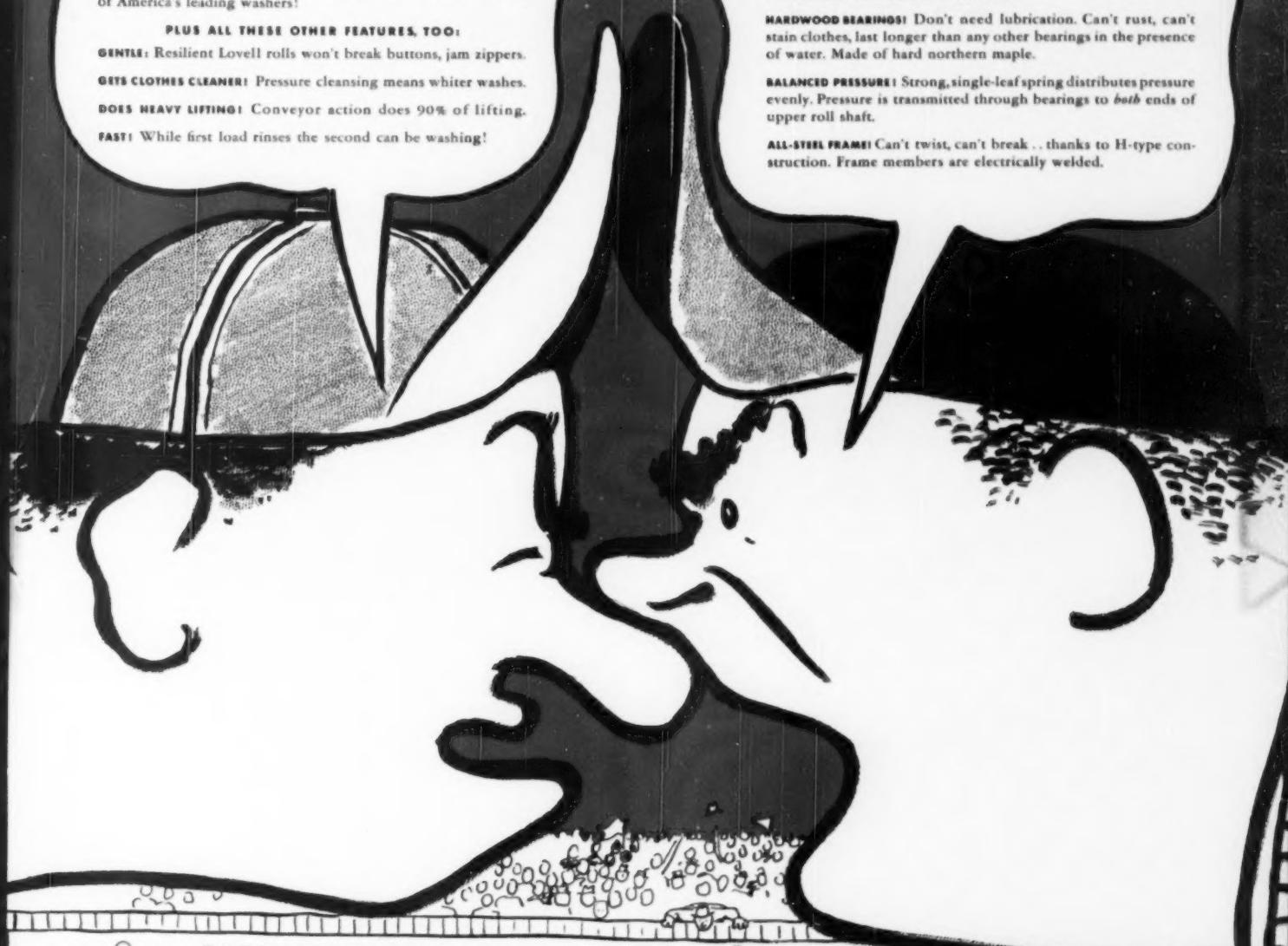
**SAFE...GUARDED TOP!** Lovell's "Guarded-Top" construction covers moving parts—gives *operating safety*. Modern, streamlined design of housing makes Lovell wringers more attractive, too.

**POWER ELECTRIC ROLLS!** Three laminations of natural rubber give Lovell rolls the right cleansing power. Can't come loose from steel shafts. Shaft-ends are blued-steel.

**HARDWOOD BEARINGS!** Don't need lubrication. Can't rust, can't stain clothes, last longer than any other bearings in the presence of water. Made of hard northern maple.

**BALANCED PRESSURE!** Strong, single-leaf spring distributes pressure evenly. Pressure is transmitted through bearings to *both* ends of upper roll shaft.

**ALL-STEEL FRAME!** Can't twist, can't break... thanks to H-type construction. Frame members are electrically welded.



PRESSURE CLEANSING  
WRINGERS  
and DRYING UNITS

Lovell Manufacturing Co., Erie, Pa.



WRINGER-TYPE WASHERS  
ARE YOUR BREAD AND BUTTER—  
THE BEST ARE LOVELL EQUIPPED



Report prepared by  
Albert P. McNamee  
Special Representative  
**McCall's**

## "Man! Does history repeat itself!"

"I've just been reading this brass tacks report on appliance retailing in a buyers' market by McCall's Magazine. Brother! Does that report have something to say to every one of us retailers!

"In surveying the field, McCall's came up with some findings that have an old, familiar ring. From Portland, Maine, to Portland, Oregon . . . from Battle Creek to Baton Rouge, McCall's saw all the dealers' troubles of ten years ago repeating themselves today.

"And in talking with dealers, McCall's reports, most of them blamed the necessity for these short-sighted business practices on one thing: *Over-franchising of dealers.*

"To quote this revealing report: *'Some retailers maintain that, so far as they can determine, franchises are passed out without the applicant's being required to meet any pre-established standards. It is the fundamental cause of most of our troubles, was the feeling expressed by many.'*

"Reading this report—and remembering the same situation of ten years ago—Man!—am I glad I've got a Kelvinator Franchise today!

"You know, it was just over ten years ago when Kelvinator electrified the whole industry by instituting its program of strictly limiting dealerships. It was in 1940 when Kelvinator set down its policy of *'An adequate market for every dealer . . . an adequate dealer for every market.'*

"Yes, ten years ago, Kelvinator took that far-advanced step to give Kelvinator dealers a better opportunity to do business without engaging in those practices which are bedeviling so many retailers today.

"Since the war Kelvinator has steadfastly maintained that policy of selective dealerships . . . and that faithful adherence to 'retail-minded' thinking is one of the big things that make my Kelvinator Franchise especially precious to me today . . . and why I wouldn't trade it for any other in the world."

GET MORE . . .  
Get **Kelvinator**

...THE MOST VALUABLE FRANCHISE IN THE APPLIANCE INDUSTRY

KELVINATOR, DIVISION OF NASH-KELVINATOR CORPORATION, DETROIT 32, MICHIGAN